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22ND year

NEWSWEEKLY RADIO AND TV

You need a sword—and a mighty powerful one—to cut yourself a piece of the biggest market in the country.

WOR gives you a two-edged advantage over your competitors by delivering New York's most powerful radio signal . . . and the most sales-responsive audience in its 14-state, 26,000,000 listener area.

Evidence of the up-to-the-hilt impact of WOR is the fact that more advertisers sell more products via WOR than via any other station in America.

Let us show you how to wield the sword to sales success. Call LOngacre 4-8000 today.

WOR

IT WORKS!

The New York station where listeners listen and sponsors sell
key station of the MUTUAL Broadcasting System

WLS personalities build LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped build that reputation is

Mr. ARTHUR C. PAGE

Mr. Page is Associate Editor of Prairie Farmer. He has been an Illinois Farm Paper Editor for 41 years. For 23 years he has conducted the WLS DINNERBELL program—a half-hour sustaining service to Midwest farm families, broadcast daily at 12:30 noon.

In his position as Associate Editor of Prairie Farmer—as Farm Program Director of WLS—and as conductor of the WLS DINNERBELL program, Mr. Page has been prominent in National and Midwest farm councils for almost half a century and is probably better known in more Midwest farm homes and to more Midwest farm people than any other one man.

His job is that of service to these people. Certainly nothing could better build listener loyalty than such service over so many years . . . and that listener loyalty is among the greatest values WLS can offer its advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

You can't cover it --without it!

Represented by Headley-Reed Company

shed every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 Na- Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

it's big - it's prosperous - $1,533,373,000

effective yearly net buying income

the WDEL-TV

Channel 12 • Wilmington, Del.

market

Delaware, with the highest per capita income of any state, is the heart of this market which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000 in retail sales
230,641,000 for food
49,495,000 for general merchandise
53,164,000 for furnishings and general household appliances
170,890,000 for automobiles
26,525,000 for drug items

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're buying an audience that *buys*.

A Steinman Station

WDEL
AM TV FM
Wilmington, Del.

Represented by

MEEKER New York • Chicago • Los Angeles • San Francisco

closed circuit

WILL JOHN C. DOERFER, nominated Friday by President Eisenhower for FCC, become new GOP chairman? That's hottest Washington topic, although Vice Chairman Rosel H. Hyde, "career" official, is still very much running. President doesn't need to nominate chairman; he's picked from among qualified members (see story page 50).

★ ★ ★

CLOSER RELATIONSHIPS with official Washington, particularly White House, to be sought Tuesday when officials of Advertising Council hold 10 a.m. conference with President Eisenhower. Before leaving New York tonight, Council Board is expected to elect Philip L. Graham, *Washington Post*-WTOP-AM-TV and WMBR-AM-TV Jacksonville, as board chairman.

★ ★ ★

REPERCUSSIONS in Congress on TV allocation situation, notably delays in providing additional service in larger markets, will result in new moves to investigate FCC procedures. One Senator known to have in rough draft resolution calling for inquiry. There's also talk about resolution expressing it as sense of Senate that educational channel reservations be extended at least one year beyond June 2 "deadline."

★ ★ ★

NEAR CLOSING is sale of WPWA Chester, Pa., by Lou Poller to Sherwood Gordon, New York businessman and former radio announcer, for about $260,000. Deal includes transfer of application for uhf Ch. 23 in Philadelphia, where Mr. Poller's opponent is *Daily News*. Mr. Gordon is applicant for Ch. 33 in Miami on which there is a two-way contest. Blackburn-Hamilton handling sale. Mr. Poller will move to Milwaukee to direct local activities of WCAN and its upcoming Ch. 25 TV sister, WCAN-TV of which he is president. Alex Rosenman, executive vice president, will continue to direct national activities.

★ ★ ★

CBS BOARD CHAIRMAN William S. Paley visited last Thursday with President Eisenhower (an old friend and comrade in arms, Mr. Paley served as a Colonel on General Eisenhower's psychological warfare staff in ETO last war). Visit was described as purely personal. It was intimated that there was discussion of White House plans to broadcast news conferences, now under contemplation, with likelihood that simulcast will occur next month.

★ ★ ★

DRUM BEATING on color TV could have depressing effect on black-and-white set sales according to informed manufacturing sources. This, coupled with sharp drop in sales occasioned by March 15 income tax deadline, could result in serious, but probably temporary, cutback in sales and subsequently, in production.

★ ★ ★

REVOCATION of no-color-TV manufacture due any day now. NPA officials working on papers to rescind color ban (M-90). Order issued 1951 obstensibly to conserve precious materials and engineers [B•T, Oct. 22, 1951]. Actually, order forbade mass production of color TV receivers unless permission granted by NPA. In 15 months of ban, no manufacturer has asked for authority. Last week, Chairman Wolverton (R-N.J.) of House Commerce Committee, asked NPA to kill order.

★ ★ ★

WHITEHALL Pharmacal Co. (Anacin) last week gave station operators jitters by offering non-cancellable April-September contracts for spot campaigns but asking extra 10% discount for guaranteeing to stay on all summer. First station reaction said to be chiefly negative, but with some broadcasters accepting on basis that special summertime discounts, long offered by networks, might well help stations combat warm weather business letdown. John F. Murray, N. Y., is Anacin agency.

★ ★ ★

ADVERTISERS and Federal Trade Commission working out method by which advertising campaign can be scanned in general way at regular conferences, it was learned at FTC. Media and agencies expected to join cooperative project.

★ ★ ★

NEXT PIONEERING TV effort of Ford Foundation, following successful season that has brought much satisfaction to viewers—and some of sponsors, too—may be experimental children's program in fall.

★ ★ ★

JOHNSON'S WAX, long active in TV, expected to make test film of *Fibber McGee & Molly*, major radio act that hasn't been seen on visual medium. Previous test sometime ago was disappointing.

★ ★ ★

THERE'S good chance proposed Senate inquiry into juvenile delinquency will get go ahead sign from Senate and sure as shootin' some witnesses will accuse radio and TV programs of contributing to youthful law breaking. Senators Estes Kefauver (D-Tenn.) and Robert C. Hendrickson (R-N.J.) introduced bills to make study, asked $50,000 expenses (S Res 88 and 89). Bills expected to be reported favorably by Senate Judiciary Committee this week, then have to clear Senate Rules Committee and upper house itself.

★ ★ ★

ICE CREAM firms, seasonal advertisers, are showing increased activity this year. Ice Cream Novelties (Donald Duck confections), for one, is placing six-week radio campaign starting May 16 in number of markets, using weekly quarter-hour transcribed show, through Blaine-Thompson, N. Y. Meadow Gold Ice Cream Co., effective April 1, picks up Wednesday segment of Gabby Hayes TV show, on WNBW (TV) Washington and WTVR (TV) Richmond.

IN THIS ISSUE

ADVERTISERS AND AGENCIES

High costs of the growing U. S. television system is topic dominating annual convention of Assn. of National Advertisers. *Page 31.*

Clothiers are buying radio and TV to boost interest in spring lines. *Page 33.*

Network television billings in 1952 outraced those for rival media. *Page 34.*

FILMS

Major movie producers propose a TV network series based on excerpts of new feature film releases plus personal appearances of stars. *Page 40.*

TRADE ASSOCIATIONS

Annual convention of Institute of Radio Engineers opens in New York. *Page 44.*

GOVERNMENT

President Eisenhower moves on FCC, appoints John C. Doerfer, chairman of Wisconsin Public Service Commission, to replace FCC Comr. Eugene C. Merrill, interim appointee. Chairmanship is still up in air. *Page 50.*

What constitutes a "party in interest" in an FCC proceeding? On outcome, to be decided by U. S. Court of Appeals, depends future course of FCC TV applications processing. *Page 53.*

House committee begins hearings tomorrow on status of color TV. *Page 58.*

NETWORKS

CBS gross in 1952 was nearly $60 million more than in 1951. Net income was slightly higher last year than year before. *Page 71.*

Program expansion at ABC, infused with new capital from merger, continues in both radio and television. *Page 72.*

EDUCATION

CBS-TV joins with leading U. S. universities in ambitious program series on educational advances. *Page 76.*

How a hospitalization plan was sold on radio and TV in Indiana. *Page 81.*

Daytime television is paying off. *Page 82.*

A double TV antenna system is good insurance. *Page 84.*

Bread merchandising rounds up all the old cowhands. *Page 86.*

A formula for charting TV station futures. *Page 88.*

UPCOMING

March 23-26: Institute of Radio Engineers Annual Convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. Annual Spring Meeting, Florence.

March 26-28: Board of Governors Meeting, Canadian Broadcasting Corp., Ottawa.

March 28: West Virginia Broadcasters Assn., Annual Spring Meeting, Daniel Boone Hotel, Charleston.

(For other Upcomings, see page 109)

G-E VHF ANTENNAS GIVE—

ALL-AREA COVERAGE-POWER-

General Electric 12-Bay High-Channel Antennas Proved Completely Successful Throughout Nation!

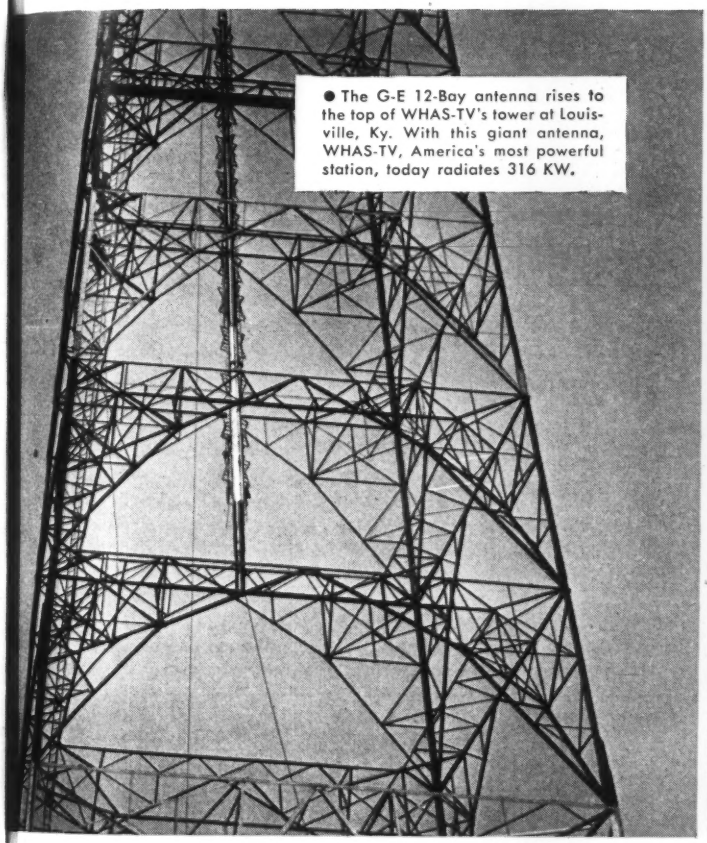
Before you invest large sums of money in an amplifier for high gain, investigate any of the television stations now using a G-E 12-Bay Antenna. Ask them about uniform market coverage... reception in fringe areas as well as close to the tower... absence of null spots. You'll get a first-hand report of *complete customer satisfaction!*

G-E's wide antenna line offers TV stations of every market size maximum coverage. Long-term G-E experience in antenna design and construction results in features that mean both outstanding performance and economy in initial cost... installation... and maintenance—for your TV station operation.

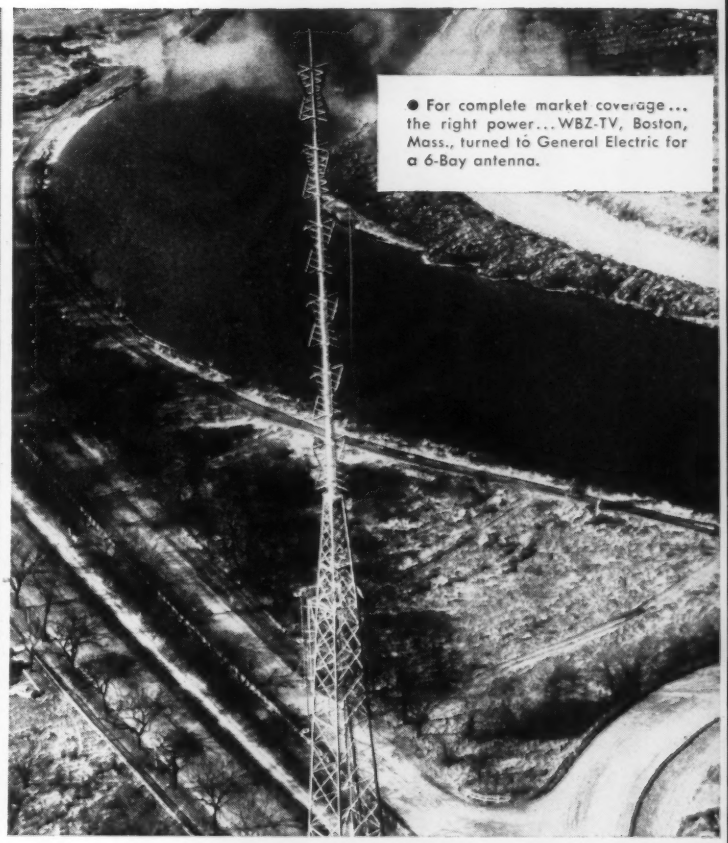
For complete information write: *General Electric Company, Section 233-23, Electronics Park, Syracuse, New York.*

● M. H. Hammer (left) of KHQ checks their 5-Bay antenna at Electronics Park, Syracuse, N. Y. KHQ-TV started operations at 100 KW ERP.

R-ECONOMY!



● The G-E 12-Bay antenna rises to the top of WHAS-TV's tower at Louisville, Ky. With this giant antenna, WHAS-TV, America's most powerful station, today radiates 316 KW.



● For complete market coverage... the right power... WBZ-TV, Boston, Mass., turned to General Electric for a 6-Bay antenna.

BEFORE YOU BUY—LOOK AT ALL THESE ADVANTAGES!

● **POWER**—G-E antennas are available in the *right sizes for both large and small markets.* From single-bay all the way up to 12-bay your TV signal gets the needed boost for maximum power!

● **ALL-AREA COVERAGE**—In close or out in the hinterlands that all-important beam reaches your complete market *effectively.* Special pre-analysis at the factory to customer satisfaction is a plus benefit from General Electric and *it doesn't cost you a cent extra!*

● **ECONOMY**—You achieve higher gain from either a new amplifier or a bigger antenna but *compare costs!* A G-E antenna can, in many cases, offer you substantial savings.

● **SUPERIOR MECHANICAL FEATURES**—G-E VHF antennas are built to withstand at least 50 lb. sq. ft. wind loading... water tight junction boxes are solid machined brass.

● **HIGH STABILITY**—Special care in design and construction assures you of a sturdy, rigid antenna that will withstand the elements for years.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

XUM

—and in counties where SAM penetration is 50% or better, WSAV has more Audience Families than the two other Savannah regional stations combined.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE SAM REPORT

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Standard Audit Measurement For Savannah, Georgia stations:

Savannah Station:	Total 1952 Radio Families:	Total Weekly Audience Families	Number Counties:
WSAV	D 157,430 N 106,400	D 76,625 N 55,604	D 40 N 25
Station "A"	D 52,580 N 42,220	D 25,037 N 24,913	D 5 N 1
Station "B"	D 54,510 N 42,220	D 25,896 N 28,108	D 6 N 1
Station "C"	D 53,300 N 51,390	D 25,216 N 16,280	D 6 N 4
Station "D"	D 89,780 N	D 25,019 N	D 19 N
Station "E"	D 97,500 N 92,020	D 59,954 N 50,050	D 22 N 21

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—48,567	Savannah Newspaper "E"—24,499

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time NBC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

at deadline

MBS Executives Made General Teleradio VPs

ELECTION of three Mutual executives to vice presidencies of parent General Teleradio Inc. and other major executive appointments within MBS-General Teleradio organization being announced by President Thomas F. O'Neil today (Monday).

James E. Wallen, MBS treasurer since March 1944, resigns to become vice president, board member and treasurer of General Teleradio, which is radio-TV subsidiary of General Tire & Rubber Co. and owns Don Lee and Yankee networks, WOR-AM-FM-TV New York and controlling stock interest in Mutual. Earl M. Johnson, MBS vice president in charge of engineering and station relations, and Robert A. Schmid, MBS vice president in charge of advertising, public relations and research, vice presidents and board members of General Teleradio in addition to present MBS posts.

George Ruppel, MBS controller for past three years, succeeds Mr. Wallen as network treasurer, and Patrick Winkler, controller of Yankee division, becomes general auditor of General Teleradio.

Creation of program development department for Mutual and WOR radio also being announced, with Herbert Rice, MBS executive producer, named to head it as director, concentrating on new program ideas and talent development, and Mutual co-operative department being set up as separate network division under Director Bert J. Hauser, who has been manager of MBS co-op programming.

All appointments effective immediately.

COMPETITOR REPORTS

TWO advertising agencies asking station representatives for data to prepare competitive advertisers' reports for clients. Cecil & Presbrey preparing spot announcement report for drug clients on competitive drug advertisers' use of radio. Object: To induce clients to buy more radio time. Fuller & Smith & Ross, for General Electric, similarly preparing report on network (TV) and spot (radio and TV) as well as newspaper and magazine activity of rival radio and TV set manufacturers and light bulb and electronic tube firms. GE will take report under consideration for next month or so and probably will base next year's ad budget on it.

WHITE, STANTON DEFEND TV COST

TELEVISION will serve over nine-tenths of American populace at reasonable cost and be priced within reach of most business firms, members of Assn. of National Advertisers were told late Friday as they wound up annual spring meeting at Hot Springs, Va. (early stories, pages 27 and 28). Answers to fears of major media buyers that visual radio would be available only to major commercial empires were supplied by two network presidents—Frank Stanton, CBS, and Frank White, NBC. They promised more flexibility in television and said many present problems will be solved as artificial effects of FCC freeze disappear.

Though ANA as association, and individual members, sounded alarms all week about soaring costs, television's story was kept behind locked doors. This procedure permitted only one side of controversy to be made available to public.

TV spokesmen indicated hookups of perhaps 100 stations would become available, in time, at low cost when figured on per-thousand basis. Present difficulties centering around inequities in coverage and station rates will be solved by arrival of hundreds of new stations and effect of normal competition among stations and networks.

Advertisers were informed by network executives that new technique of time-selling, programming and advertising will develop as television grows. These will make medium attractive to all types of firms and bring in clients that have never before used TV or radio, or perhaps any advertising medium.

Final-day speakers included Philip L. Graham, *Washington Post*-WTOP, and Richard Wilson, Washington bureau chief of Cowles Magazines. They reviewed developments since advent of new administration.

George R. Nelson, president of Nelson Ideas Inc., described musical jingles as "Madison Avenue nonsense." He played series of musical commercials and said such spots "should never sound like jingles."

Advertisers have no inherent right to become obnoxious in nation's living rooms, he said, adding that music in musical commercials should make listeners think of production.

Johnson Would Legalize Radio TV Blackout Rule

LEGISLATION to legalize baseball's ban on radio and TV broadcasts unless approved by "home" team proposed by Sen. Edwin C. Johnson (D-Colo.) Friday. Bill (S 1396), permitting major or minor league "home" team to impose radio-TV "blackout" to protect its own box office, declares that organized baseball's old Rule 1(d) is not illegal.

Rule was revoked in 1949 after Justice Dept. complained it violated anti-trust laws.

Sen. Johnson, president of Class A Western League and former chairman of Senate Commerce Committee, said legislation necessary to "protect the weak and helpless elements of America's national game of baseball from a cruel and ruthless monopoly which strangely enough was forced upon organized baseball by the anti-trust division of our own Justice Department." He also said legislation was necessary to save minor leagues from extinction.

FBI has been checking major leagues on sales of rights to radio and TV, Sen. Johnson said he had been told.

In 1951, Sen. Johnson introduced a bill (S 1526) to exempt organized baseball from anti-trust laws. This was never reported out of committee.

• BUSINESS BRIEFLY

CAMELS CONSIDER LOCAL RADIO • R. J. Reynolds Tobacco Co. (Camel cigarettes), which for years has followed pattern of appeal to college students on theory that early habit will endure, currently investigating local radio shows with musical appeal beamed to college students. Agency: William Esty Co., N. Y.

BLOCK RE-EVALUATES • Block Drug Co., through Cecil & Presbrey, New York, currently is re-evaluating latter half of its 1953 radio-TV budget with final decisions expected about mid-May.

TEST FOR NEW CARS • Packard Motor Car Co. considering $250,000 test drive in Chicago area to advertise two new car lines next six months. Understood radio and TV will be used. Radio news programs and spots and TV announcements contemplated. Local Packard dealers have agreed to sponsor Chicago *Daily News* relays on WBKB (TV) Chicago March 28.

AGENCY FOR SILEX • Silex Co., Hartford, Conn., appoints Paris & Peart Adv., N. Y., agency for its industrial and consumer divisions. Account executive: George M. Cleland.

NEW ACCOUNTS • Olian & Bronner, Chicago, announces addition of three new accounts. Agency named to handle radio-TV for Nu-Enamel Paint Co., now in many markets, and advertising for Perfex Electric Razors (radio-TV will be used) and Lobex products (radio).

VITAMIN DRIVE • McKesson & Robbins, N. Y., for its new liquid vitamin, Dynex, is planning test radio spot announcement campaign to start April 13 for four weeks on 31 stations in Georgia. Ellington & Co., N. Y. agency, will expand campaign nationally if test proves successful.

HORSE RACES TO GILLETTE • Gillette Co. to sponsor telecasts of 10 major eastern horse races as part of its *Cavalcade of Sports* on NBC-TV, starting with April 18 running of $30,000 Gotham Stakes at Jamaica, N. Y. To aid Damon Runyon Memorial Fund for Cancer Research, Gillette also will contribute purebred hackney pony each week to highest bidder among viewers, all such monies to go into Runyon Fund. Gillette agency: Maxon Inc.

AFA Convention Planners

ADVERTISING Federation of America appoints honorary general committee to plan 49th annual convention in Cleveland, June 14-17, including J. Leonard Reinsch, James M. Cox radio and TV stations, Atlanta; James D. Shouse, Crosley Bcstg. Co., Cincinnati; Nadine Miller, C. E. Hooper Co., N. Y.; D. C. Marschner, Shell Oil Co., N. Y.; John Cunningham, Cunningham & Walsh, N. Y.; Stanley Patno, Fuller & Smith & Ross, N. Y.; Virginia Hood, BBDO, N. Y., and Henry G. Little, Campbell-Ewald Co., Detroit.

XUM

Newspaper

In the San Antonio Light, your schedule gets extra in-city promotion, in display advertisements like these. As of this publication date, we have already run more than 3,000 inches of newspaper promotion.

Direct Mail

Mrs. Tucker's mailing piece, sent by KEYL to more than 1,000 Grocers in San Antonio.

Point of Purchase

Right at the point of purchase, this display maintained by KEYL promoted Pabst Blue Ribbon as well as the fights.

Display

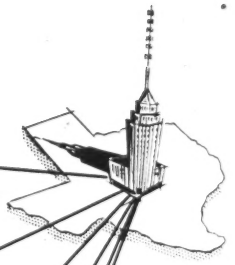
This promotion piece prepared and distributed by KEYL . . . was placed on Frito Racks throughout the Spanish-Speaking area of San Antonio.

Taxiposter

At the busiest corner of San Antonio, as well as on 119 other Yellow cabs, KEYL, in-city promotion, does double duty for *you*, one week out of every four

Window Display

In the lobby of the Transit Tower, San Antonio's tallest office building, this Parker Pen display was seen by thousands every day.



in San Antonio only KEYL gives your schedule city-wide merchandising *plus* top ratings!

San Antonio's

KEYL Channel 5

ABC DUMONT CBS

Represented by Katz • Natl. Sales Representatives
Tom Harker, V.P. Natl. Sales Director
488 Madison Avenue, New York City

at deadline

Three Mergers; Wilson Seeks Miami Ch. 10

THREE NEW mergers of competing TV applicants reported by FCC Friday, plus filing by L. B. Wilson Inc., operator WCKY Cincinnati, for vhf Ch. 10 at Miami, Fla., presently in contest.

At Knoxville, Tenn., W. R. Tuley and TV Services of Knoxville, both seeking uhf Ch. 26, join forces as uncontested bidder for facility. Mr. Tuley dismissed his application, got 80% in amended TV services bid. Harold H. Thoms and J. Horton Doughton, former 50% owners, now have 10% each in TV Services. Mr. Thoms is 99% owner WISE Asheville, 75% owner WEAM Arlington, Va., 13.5% WSSB Durham and 25% WAYS Charlotte and WCOG Greensboro, N. C. Mr. Doughton owns 25% of WAYS and WCOG. Mr. Tuley seeks uhf Ch. 50 at Evansville, Ind.

At Salt Lake City, Tribune Pub. Co.'s TV Corp. of Utah dismisses and acquires 50% of KUTA, latter becoming sole applicant for vhf Ch. 2. Upon grant, Tribune Pub. Co. will sever part interest in KALL there. Frank Carman and Grant Wrathall, previously co-owners of KUTA, now hold 25% each. They are associated in other TV grants (see page 64).

At Austin, Minn., South Central Minnesota TV Co. dismisses and joins vhf Ch. 6 competitor KAUS Austin in new uncontested applicant, Iowa-Minnesota TV Corp. KAUS retains control.

L. B. Wilson Inc. seeks ERP of 316 kw visual with antenna height above average terrain of 928 ft. on Ch. 10 at Miami, entering into competition with already pending bids of WGBS Miami, WFEC Miami and WKAT Miami Beach. Proposed Wilson station would cost nearly $780,000 to build.

Noncommercial, educational bid for reserved Ch. 13 at Oklahoma City filed by Independent School District I-89, going into contest for facility with Oklahoma U. Regents.

FCC Asks More time on Protests; Other Actions

EXTENSION of time limit in which to act on protests of broadcast actions is asked of Congress by FCC in letter made public Friday. FCC, asking amendment of Sec. 309(c) of Communications Act, says 15 days isn't time enough to handle protests, hence asks 30-day limit.

Grants to existing TV stations:

KPRC-TV Houston granted special temporary authority for interim operation on Ch. 2 with effective radiated visual power of 20 kw pending construction of new transmitter site for newly authorized boost to 100 kw ERP.

WKST-TV New Castle, Pa., granted STA commercial operation, March 19 to May 4, on Ch. 45.

WKJF-TV Pittsburgh granted STA to begin commercial operation on Ch. 53 with ERP of 1 kw visual and 0.6 kw aural, antenna 240 ft. Effective March 21 to Sept. 7.

WABC-TV New York granted STA to use new ERP of 26.2 kw visual and 13.5 kw aural. Was 16.3 kw visual, 8.5 kw aural. Ch. 7.

KTYL-TV Mesa, Ariz., granted change in ERP from 27 kw visual and 13.5 kw aural to 33 kw visual and 16.5 kw aural; antenna 1,550 ft. Ch. 12.

WHYN-TV Holyoke, Mass., granted change in studio location from 180 High St., Holyoke, to 65 Main St., Springfield, Mass. Granted March 19.

Urge FCC Admit Error

JUSTICE Dept. staff recommended FCC admit error in stand on case of WGRD Grand Rapids vs. Muskegon TV grant to Versluis Radio & Television Co., it was understood, at meeting between Attorney General Herbert Brownell Jr. and FCC Chairman Paul A. Walker and staff Thursday. Justice staffers felt WGRD has standing as party in interest. Appeal of WGRD from FCC dismissal of its protest against grant to Versluis in Muskegon due to be argued in U. S. Court of Appeals in Washington March 30 (see earlier story on page 53). Final determination of Justice Dept.'s stand, however, still up to Mr. Brownell.

BINAURAL TEST

PLANS for demonstration of binaural system of broadcasting on March 30 over seven upstate New York radio stations, described as first test on "mass" scale, announced Friday by Rensselaer Polytechnic Institute, Troy, N. Y. Half-hour musical program will be broadcast from RPI's gymnasium, using microphones of WGY Schenectady, WXKW Albany and WHAZ Troy on left side of room and microphones of WTRY Troy and WPTR, WROW and WOKO, all of Albany, on right side. This test staged in connection with 30th anniversary of WHAZ, RPI's station.

NCAA Limited TV Football Program Discussed

GENERAL criticism leveled at NCAA limited football TV program by industry representatives in discussions with association's TV committee Friday in Kansas City. Representatives offered suggestions and proposals, not disclosed, which group promised to take under study at next meeting in New York April 7-8. Committee also reviewed various aspects of controlled schedule, including possible provision for regional telecasts where interest wants exceptions, before meeting with industry executives. Offering views were Tom MacMahon, DuMont TV network sports director, Judson Bailey, CBS-TV sports director, Tom Gallery, NBC manager of sports, representatives of Kudner Inc. and WDAF-TV Kansas City, and others.

Awards Audience

ESTIMATED television audience of 34 million witnessed two-hour annual awards ceremony of Academy of Motion Picture Arts & Sciences from New York and Hollywood Thursday over NBC's 61-station TV network, NBC said Friday. Program, sponsored by RCA Victor Division of RCA, also was carried over NBC's 191 affiliated radio stations. Trendex 10-city measurements gave first half-hour of show rating of 35.7, with 50.9 of sets in use and 70.2 share of audience.

Newspaper Guild Awards

NEWSPAPER GUILD of New York announces Page One awards in radio-TV to Jacob L. Holtzmann, member of New York State Board of Regents, for "spearheading plan for a 10-station network of educational television in New York state," and to Elmer Davis, ABC commentator, for "his courageous, independent interpretation of the news in the spirit of Heywood Broun."

Edward Everett Hale

FUNERAL services for Edward Everett Hale 3rd, assistant executive secretary of Radio and Television Directors Guild (AFL) and former actor and business representative of Actors Equity Assn. (AFL), were to be held Saturday at Unitarian Church of All Souls, New York. Mr. Hale, grandson of author of *The Man Without a Country*, died Thursday. He was 46.

PEOPLE

GEORGE KAPEL, commercial manager of WAAB Worcester, Mass., appointed station manager of KOMU-TV Columbia, Mo., U. of Missouri's commercial TV outlet, and **DUANE M. WEISS,** engineer for GE in Syracuse, N. Y., named chief engineer of vhf Ch. 8 station, due to begin commercial programming in July.

SHEPARD CHARTOC, formerly head of own advertising agency and earlier with Chartoc & Coleman radio-TV production firm, to Olian & Bronner in executive capacity.

McConkey Artists Corp., theatrical booking agency, adds TV film distribution department to its New York offices and names **LEE KRAFT** to head up this unit. Offices are at 1780 Broadway, New York, 19, N. Y., and telephone number is Columbus 5-7720.

H. E. LIPPERT, district supervisor of training for Cleveland office of Graybar Electric Co., appointed district operating manager of branch, effective April 1, succeeding **A. E. KOSTULSKI,** who is retiring.

New ABC-TV Affiliates

AFFILIATION of three television stations with ABC-TV, bringing total number to 98, announced Friday by Alfred R. Beckman, national director of station relations for ABC. New affiliates are: WEEK-TV Peoria, owned by West Central Bestg. Co., operating on uhf Ch. 43; WBAY-TV Green Bay, owned by WBAY Inc., vhf Ch. 2, and KEYT (TV) Santa Barbara, owned by Santa Barbara Broadcasting & Television Corp., vhf Ch. 3.

D. C. Educational Group

GREATER Washington Educational Television Assn. was incorporated Friday in District of Columbia, will meet April 2 to elect officers and plan financing of educational TV station on reserved Ch. 26 there (see early story page 76). Bid for Ch. 26 by D. C. Board of Education is on file at FCC, but GWETA is expected to file rival application. GWETA incorporators are Huntington Cairns, secretary of National Gallery of Art; Dr. Martin A. Mason, dean of School of Engineering, George Washington U., and Mrs. Louis S. Walker, supervisor of audio-visual education, Montgomery County Schools.

TV Shipments Reported

JANUARY TV set shipments by manufacturers, broken down by states, was one-third less than previous month, but almost three times January 1952, RTMA announced Friday. Manufacturers shipped 695,087 TV sets to 48 states and District of Columbia in January, compared with 965,891 in December 1952 and 371,689 in January 1952. Following is breakdown of shipments by states:

State	Total	State	Total
Ala.	14,591	Neb.	5,377
Ariz.	4,842	Nev.	9
Ark.	4,407	N. C.	19,494
Calif.	50,402	N. D.	31
Colo.	10,920	N. H.	2,786
Conn.	10,016	N. J.	15,027
Del.	1,414	N. M.	1,274
D. C.	5,507	N. Y.	65,557
Fla.	10,947	Ohio	43,900
Ga.	14,501	Okla.	10,463
Idaho	1,040	Ore.	8,679
Ill.	42,931	Pa.	58,679
Ind.	26,909	R. I.	2,632
Iowa	13,601	S. C.	4,166
Kan.	5,882	S. D.	689
Ky.	10,202	Tenn.	10,470
La.	9,129	Tex.	45,379
Me.	2,544	Utah	6,667
Md.	10,680	Vt.	1,357
Mass.	23,683	Va.	15,639
Mich.	25,062	Wash.	16,699
Minn.	11,351	W. Va.	11,403
Miss.	6,193	Wis.	13,335
Mo.	18,378	Wyo.	220
Mont.	23	Grand Total	695,087

XUM

Station Sales hit a high note with...

PHIL SPITALNY'S

Hour of Charm

... an RCA

Thesaurus show*

Station list up 400% in 90 days through sponsor success with Phil Spitalny's *"Hour of Charm."* That's right — *400%!* Here's the story.

Michigan's LaSalle Winery — distributor of LaSalle and Manischewitz Wines — tried a test sponsorship of the *"Hour of Charm"* on four stations. The result? Sales jumped 100%! The station list was immediately increased to cover 16 markets. Unusual? Not at all: *Thesaurus* shows deliver!

You can build *your* station sales with *Thesaurus* shows. To prove it, let us send you the facts on the *"Hour of Charm"* and the 30 audience-building *Thesaurus* shows. Mail coupon for audition disc today!

**Thesaurus Success Story #2*

recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-30
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc for "Hour of Charm" and complete information, including the amazingly low rate, on the 30 Thesaurus "Big-name shows for low-budget sponsors."

NAME..... TITLE.....

STATION OR AGENCY.....

ADDRESS.....

.....

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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BUREAUS

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Jane Pinkerton, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

When a station is so programmed that the listener is assured of high type, diverting and diversified programming, suitable for the listening of every age and interest, the listener acquires confidence in, and respect for the station.

This confidence is carried over into a confidence in the products and services advertised on the station.

That this confidence rings cash registers is verified by the increasing number of advertisers turning to Radio Station W R E C.

Your Katz man will be happy to show you latest Standard Audit & Measurement Reports and Hooper Ratings as proof that WREC delivers the "better half" of both the Rural and Metropolitan listeners in the Memphis Market.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Wherever you go there's Radio

• Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: WGR gives Columbia's top network programs some spectacular ratings in the Buffalo area.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

IN REVIEW

ATOMIC BOMB TELECASTS

Commentators: Chet Huntley (ABC), Walter Cronkite (CBS) and Morgan Beatty (NBC).
Producer: Frank LaTourette (ABC).
Assistant Producer: Bill Whitley (CBS).
Director: Klaus Landsberg, KTLA (TV) Los Angeles.
Film Producer: Roy Neal (NBC).
Operational Director: Bill Bennington (NBC).
Presented by television stations and networks in cooperation with the Advertising Council Inc.

A VIVID drama exploring the power of atomic energy and the means of survival in our atomic age was presented to the radio and television audience last Tuesday when the 33rd "nuclear device" was exploded at Yucca Flat, Nev. "Operation Doorstep," the title of this production, may be roughly described as a play in two acts—each of a half-hour duration—the first, beginning at 8 a.m. EST and the second at 4:30 p.m. Allowing for security and safety regulations, network personnel met the challenge of producing the event for radio and TV consumption with a skill that merits many a bouquet.

On the first telecast, background material on the test and what it would involve preceded the blast. Walter Cronkite of CBS and Morgan

"Of Course, It Wasn't One Of My Bigger Performances"

Reprinted from *The Washington Post*

Beatty of NBC alternated on the commentary from a spot seven miles away from a tower which cradled the bomb.

Soldiers participating in the experiment were within 3,500 yards of the tower. With them was ABC's Chet Huntley, who gave brief reports both before and after the explosion.

There were two houses in the target area proper literally patterned and built for destruction by the Civil Defense Administration, whose intention it was to emphasize that one of the houses belonged to *you* and that *your* family was inside. Driving this point home was a major assignment on this telecast, and in terms of commentary was well done. But just hearing in this case was a poor substitute for seeing as well. The point would have had greater impact had the viewer looked at these homes, inspected the experimental bomb shelters and looked again after the damage had been done.

At 4:30 p.m. cameras once again turned on Yucca Flat for a report on the aftermath. This phase was not as impressive as it might have been if execution of original plans had been possible. The networks had hoped to move

into the target area for some graphic illustrations of the horror of atomic warfare, but radiation prohibited such coverage. Interviews were substituted for a first-hand look.

The decision to pool telecast the happenings at Yucca Flat made it possible for on-camera personalities from the networks and those involved in production to combine reportorial talent and technical know-how. The outcome was all the more polished for this concentration of effort. TV engineers have come a long way from a similar but much more primitive attempt a year ago which, like Tuesday's operation, was directed by Klaus Landsberg, head of KTLA (TV) Los Angeles. The lessons Mr. Landsberg learned a year ago, when almost single-handed he set up the remote system for the first show, made for steady pictures which came in clear on a TV set. There was one blackout, however, which occurred at the moment of the explosion. The filter placed over the lens picking up the blast was not heavy enough for a brilliant flash which accompanied it.

Both telecasts were "sponsored" by the Advertising Council Inc. at the request of CDA and the Atomic Energy Commission. The "sales message" was preparedness. It is a vast understatment to say that a more effective means could not have been found to "move" this particular product.

ACTION IN THE AFTERNOON

CBS-TV, Mon.-Fri., 3:30-4 p.m. EST.
Producer: Charles Vanda.
Executive Director: Leslie Urbach.
Directors: William Bode, John Ullrish.
Writers: Don Pringle, Dick Strome, Don Lenox.
Cast: Jack Valentine, Blake Ritter, Mary Elaine Watts, Harrise Forrest and Harry Cassell.

CBS-TV's attempt to entice the small-fry viewing audience with an afternoon "live" western dramatic series, *Action in the Afternoon*, appears to lack the one major ingredient that is the *sine qua non* of such programming. Despite its title, *Action in the Afternoon* lacks action.

The episode of the serial under consideration here was action-embellished to the extent that it highlighted a 10-second fist fight in a saloon, five or six gun shots, and a horse race in which one of the "good men" was wounded.

The "cliff hanging" note on which the program ended was a daring pronouncement by Jack Valentine, the hero, challenging the villain to another horse race. To youthful TV addicts exposed to spine-tingling flights into space and to seemingly never-ending "chases" in western films, this move by Mr. Valentine must have come as a decided letdown.

The sequence of the horse race, incidentally, underscores one of the shortcomings of producing the serial "live." Because of this limitation, the horse race lasted scarcely a minute over fairly even terrain in dismal contrast with long, rough, riding jaunts that films can offer. And an action-packed race and one of its offshoots—"The Chase"—have long been staple products of western films.

For viewers uninterested in action, *Action in the Afternoon* presents a warm, neighborly portrait of life in the mythical frontier town of Huberle, Mont., in the 1890s. The acting is uniformly good and the settings attractive. It is originated by WCAU-TV Philadelphia.

It is unfortunate that CBS-TV, which apparently went to considerable expense to give authenticity to the serial, chose to present the story line at such an uneventful pace. This is not to suggest that *Action in the Afternoon* would improve by grade C Hollywood treatment. But, a little action, please.

public service builds public acceptance!

Not one, but four great universities and colleges broadcast regularly over the Cherry & Webb Broadcasting Company stations—WPRO and WPRO-FM. Brown University, the University of Rhode Island, Bryant College, and Providence College play an integral role in the Cherry & Webb Broadcasting Company's public service program planning . . . offering programs on world affairs, business and household management, agriculture, and student activities.

For over 21 years the Cherry & Webb Broadcasting Company has been mindful of its public trust . . . has maintained its pledge to continued public service.

one of the reasons why . . .

more New Englanders listen to

WPRO PROVIDENCE

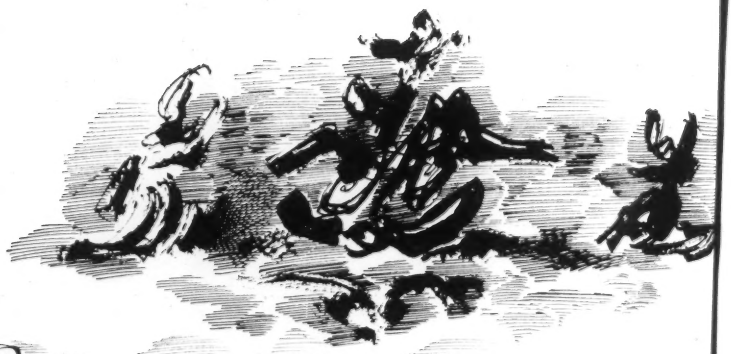
than any other Rhode Island station

CBS RADIO • 5000 W • 630 KC • AM & FM

Represented by RAYMER

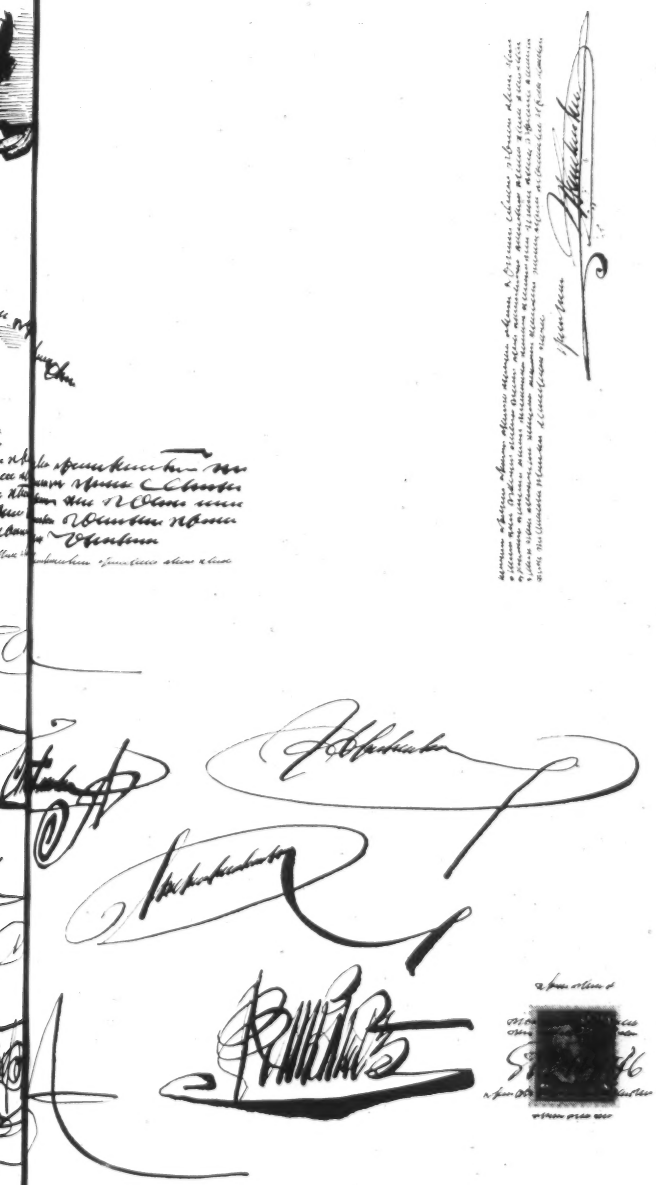
AWARD WITH AD

STEINBERG



XUM

DOUBLE MEANING...



Maybe you feel awards are getting out of hand—and meaningless, except to jewelers and calligraphers.

But television is so many different things—drama, comedy, music, news, public affairs, sports—there's room for lots of awards.

CBS Television shows and showmen received 87 this past year—as well as the most meaningful award of all: *top program popularity.* This is the one the audience gives—week after week—in the nation's leading markets.

For advertisers it's an award with specific sales meaning: bigger customer traffic for all their shows on the network... larger average nighttime audiences... the lowest cost per thousand.

So consider, in this season of laurels, our 88th award. It's one we can share with all our advertisers.

CBS TELEVISION

CBS Radio Spot Sales

representing Radio's Royal Family

is happy to announce

its national sales representation of

WMBR, JACKSONVILLE, FLA.

as of March 1, 1953

WMBR is a welcome addition to

Radio's Royal Family:

WCBS, NEW YORK · WBBM, CHICAGO · KNX, LOS ANGELES

WCAU, PHILADELPHIA · KMOX, ST. LOUIS

WCCO, MINNEAPOLIS-ST. PAUL · WEEI, BOSTON

WTOP, WASHINGTON · KSL, SALT LAKE CITY · WBT, CHARLOTTE

WRVA, RICHMOND · KCBS, SAN FRANCISCO

WAPI, BIRMINGHAM · COLUMBIA PACIFIC RADIO

NETWORK · BONNEVILLE RADIO NETWORK

our respects

to DWIGHT SPENCER REED

THREE YEARS ago almost to the day, two long-time partners and minority stockholders in a top station representative firm pulled up stakes and set up their own company in a move of far-reaching interest and import to the industry.

The partners and minority stockholders were Frank M. Headley and Dwight Spencer Reed—and the new company was H-R Representatives Inc., a designation which promptly stirred up confusion and, it must be admitted, still does among some station clients who remembered them as Headley-Reed Co.

There is no confusion, however, in Mr. Reed's mind about the philosophy of H-R Representatives Inc. and what it has accomplished in three short years since the split. Anyone who knows Mr. Reed, executive vice president of H-R with headquarters in Chicago, knows well the indelible imprint of his aggressiveness in station contracts.

A man who believes strongly in results, he has gained a reputation for concentrating on sales, and servicing clients to a high degree. In fact, it's sales, not ratings, that count, he tells you without hesitation.

Perhaps this credo stems from his early experience with Kelly-Smith, a newspaper representative firm, during the late '30s, but more probably it is ingrained in his makeup and personality. In any event, it is a noteworthy commentary on his beliefs at a time when radio-TV are competing with printed media for the advertisers' dollar and when advertisers are eyeing television with a jaundiced, financial eye.

Varied Ad Background

With his keen appreciation of sales results, it follows that he compiled a backlog of experience touching on various phases of advertising, culminating in his present position.

A native of Chicago, where he was born on Aug. 26, 1908, youthful Mr. Reed attended Carleton College in Northfield, Minn., and later majored in advertising at Northwestern U., in Evanston.

His first professional experience was with George Troop's firm, an advertising agency specializing exclusively in outdoor advertising. He joined the company in 1928. Four years later he became associated with Critchfield & Co., working on the Ford automobile (*Lum and Abner* on radio) account.

Mr. Reed's next association was with BBDO —he thinks this was about 1933—where he handled Westclox clocks for General Time Corp., utilizing his outdoor advertising knowledge on the account. Then he worked into radio.

With that experience back of him, Mr. Reed became friendly with William G. Rambeau, of the station representative firm. In late 1934 he joined Mr. Rambeau. Then after 11 months he joined Kelly-Smith.

Mr. Reed helped set up the company's radio division in October 1936. Frank Headley also joined the firm and they became fast friends. Then, together, they launched Headley-Reed Co., essentially to take over the radio station representative functions of Kelly-Smith, which had adopted a policy of also representing radio properties of newspapers.

On February 20, 1950, Mr. Reed, along with Mr. Headley and Paul R. Weeks, resigned from Headley-Reed Co. in disagreement over policy. They opened offices in New York and Chicago and, later, in Los Angeles and San Francisco. Today, they represent some 27 radio and 7 TV outlets among clientele. A split in radio-TV properties (like H-R TV Reps Inc.) is a possibility but not in the immediate future.

Man of Ideas

Dwight Reed has some very definite ideas about radio-TV spot penetration, advertising budgets, sales results, the future of radio, the single rate card for daytime-nighttime operations of stations, and, perhaps above all, individual station rate cards based on "dollar volume."

He capsules his convictions this way:

"I think that TV is going to become increasingly harder to sell and will take a tremendous amount of work by TV stations in medium-sized markets . . . I think spot [announcements and packages] will have a good year . . . Radio will be better this year . . . I think there's a good excuse for the single daytime-nighttime rate, particularly in big markets. With the leadership already provided, there doubtless will be a trend in that direction. It's inevitable . . . I go along with the 'dollar discount' plan put into effect by Bill O'Neil [president of WJW Cleveland]. It's simpler and is a better gauge of actual sales returns accruing to advertisers. It's sales that count . . . not ratings."

The plan gives advertisers a better break as they enter each new dollar volume category—as they spend more money with the station. Time-usage is limited merely to announcements.

Mr. Reed is married, has four children and lives in suburban Glen Ellyn. He married the former Emily Stafford, of Oak Park. The children are Nancy 18, Dwight 16, Mary 9, and John, an infant.

He is a member of the University Club of Chicago and the Glen Oak County Club and is a 32d degree Mason. His hobbies include golf and reading.

5460
Consecutive
RADIO PROGRAMS
SOLD
Department Store
Wares to Thousands
in Western New York
on WHAM 21 years
WON 5 National Awards

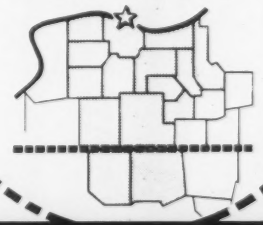
Few radio success histories can equal Sibley, Lindsay & Curr Company's 21 years of uninterrupted broadcasting on WHAM. This huge department store—largest between New York and Cleveland—has done an outstanding merchandising job through its mid-morning 15-minute Tower Clock Time radio program.

The 1952 NRDGA radio award gives Sibley Tower Clock Time another coveted first—making 4 first prizes plus one grand award.

Sibley's is just one of many WHAM radio clients who enjoy a rising sales curve in the 16 Counties WHAM covers thoroughly.

Let us tell you more in detail what Sibley's has accomplished on WHAM.

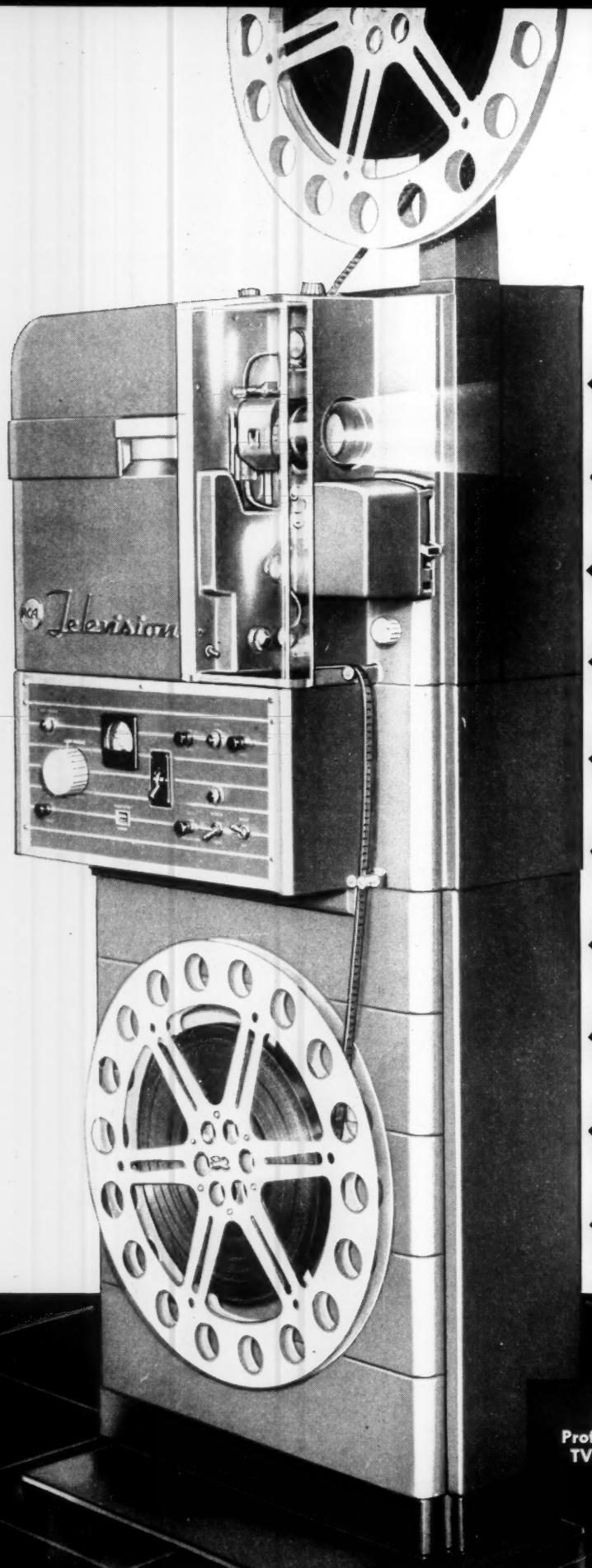
99.8%
DOMINATION
IN 16-COUNTY AREA
WHAM ROCHESTER, N.Y.



WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

XUM

The only p



- 2-3 claw with jeweled tip assures long life
- Changes projection lamp *automatically*
- Dual focus controls
- New precision optical system—f 1.5 projection lens with "built-in" infra-red filter
- Handles 4000-ft. reels—compensated "take-up" provides constant tension
- "Still frame" projection with 2-second—stabilization of picture and sound
- Framing without image displacement
- Framing and motor hand-turnover controls accessible from either side
- Instantaneous exciter lamp change . . . lever operated!
- Everything unit-built for easy maintenance

RCA
Type TP-6A
Professional 16mm
TV Film Projector

*See-th
Lucite

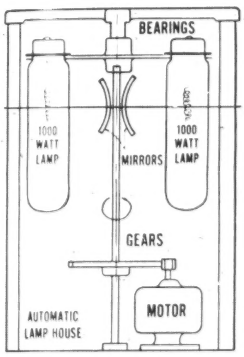
Full incl
betwee
plate ar

Simple

XUM

professional 16 mm film projector

...specifically designed for television!



Automatic projection lamp change—takes less than a second!

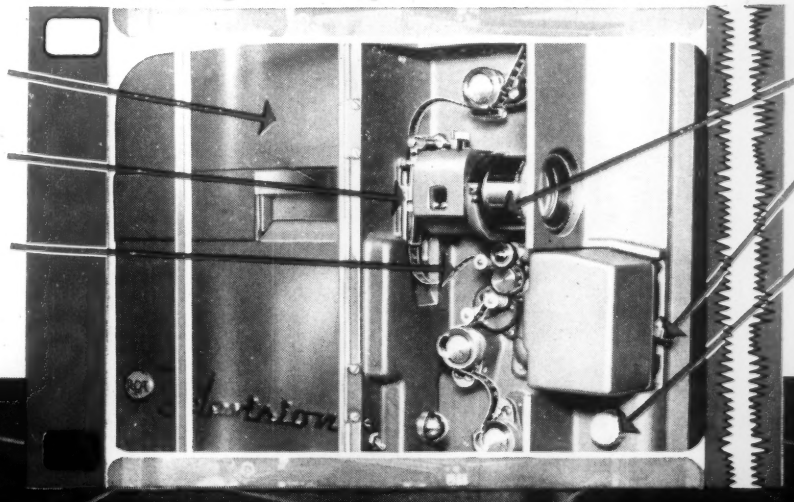
HERE IS A professional equipment that fits television film standards exactly . . . the new RCA 16mm Film Projector Type TP-6A. It is designed to meet every requirement of the TV station looking for the best picture quality possible from 16mm film.

Unlike standard 16mm projectors now available, the TP-6A is newly engineered from "base-to-reels." New *f*/1.5 lens, new framing system, new dual focus arrangement, are among the features that contribute to its outstanding picture quality. New broadcast-quality amplifier assures high-quality sound. New 4000-foot reels (with compensated take-up), new 2-3 claw intermittent in oil, and new automatic lamp change-over, combine to provide unsurpassed operating convenience and film-show reliability.

For a vast improvement in 16mm picture quality—nothing approaches the TP-6A. Check the 10 important features at the left.

For more details and delivery information call your RCA Broadcast Sales Representative.

An outstanding example of design simplicity


"See-through" Lucite door panel
Full inch clearance between aperture plate and lens gate
Simple film path
f/1.5 projection lens
Lever for exciter lamp change-over
Focus control—front and rear

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

XUM

OUR RIBBONS *are* SHOWING

AMERICAN FARM BUREAU

NATIONAL SAFETY COUNCIL

RALSTON PURINA CO.

J.C.C. D.S.A.

Yes, the KVOO FARM SERVICE DEPARTMENT ribbons *are* showing! As a matter of fact, they keep on *growing!* During 1952 the KVOO Farm Department and its Director, Sam Schneider won four top awards:

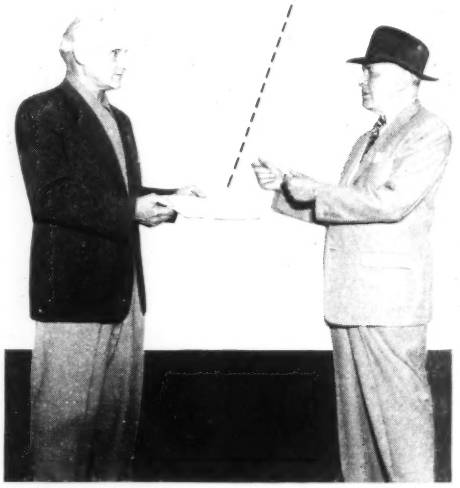
1 The American Farm Bureau Federation named Schneider as the "radio farm director who has done the best job of interpreting agriculture to the public of the world" in 1952.

2 The National Safety Council's top award went to KVOO for "outstanding contributions to safety on the farm" with a special citation, in addition, for foreign agriculture.

3 The United States Junior Chamber of Commerce awarded Sam Schneider its Distinguished Service Award as the "outstanding young man of Tulsa during 1952" because he was "ever conscious of his obligation to mankind, and our nation, faithfully promoting our civic and social advancement."

4 The Ralston Purina Company gave KVOO its award for outstanding promotion in connection with the "bowl game contest", and called the KVOO Farm Department, "the cream of the crop of America's farm radio merchandisers."

We are grateful for these impressive expressions of appreciation for the job we are trying to do. We shall continue to make every intelligent effort to serve our nation in new and better ways, on the farm and in the city! While we highly value plaques and ribbons, we realize that the greatest award of all is that of listener preference, and we shall always try to merit it in increasing measure in the years ahead.



John I. Taylor, Mountain View, President of the Oklahoma Farm Bureau, presents William B. Way, Vice President and General Manager of Radio Station KVOO, with the American Farm Bureau Federation plaque, awarded to the KVOO Farm Service Department for its "outstanding job of interpreting agriculture to the general public."

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

OPEN MIKE

Messag[illegible] from Miles Labs.

EDITOR:

. . . BROADCASTING • TELECASTING is doing an excell[illegible]t job of coverage of news in the radio and TV fields. Keep up the good work.

L. E. Waddington
Asst. Adv. Mgr.
Miles Laboratories Inc.
Elkhart, Ind.

Mutual Security (Phase 2)

EDITOR:

FRANK EDWARDS IS ACCURATE. GALLUSES WERE A PRESENT, USEFUL FOR HOLDING UP THE TROUSERS, HELPFUL IN KEEPING THE SHIRT ON, THEREBY PROVIDING FULL COVERAGE.

Ed Murrow
CBS New York

[EDITOR'S NOTE: In "Open Mike" March 16 Mr. Edwards, an MBS commentator, pointed out that Mr. Murrow, in a picture in Newsweek, was wearing a pair of suspenders distributed by MBS as a promotion gift.]

Good Look at Uhf

EDITOR:

Congratulations on your uhf article in this week's B•T [March 9].

We think that your treatment of a subject of extreme interest to the industry is one of complete objectivity, one which shows how uhf is actually developing.

Carl Tillmanns
Paul H. Raymer Co.
New York

Who's on First?

EDITOR:

REFERENCE ITEM PAGE 14 MARCH 2 ISSUE B•T: UNTIL PROVED OTHERWISE KHQ-TV, FIRST IN SPOKANE, WASH., CLAIMS DISTINCTION AS FIRST VHF STATION TO BEGIN OPERATING WITH 100 KW. KHQ-TV . . . WENT ON THE AIR WITH TEST PATTERN DEC. 8, 1952, AND BEGAN PROGRAMMING DEC. 15, 1952.

Birney Blair
KHQ-TV Spokane

Fifty-Two Weeks

EDITOR:

Because your magazine is probably read by every station manager and program director in America we thought you might like to tell them what we are doing about the promotion of brotherhood.

We didn't stop our spot announcement and station break tags at the conclusion of Brotherhood Week. Instead, we are making it a year-round promotion and reminding our listeners to make the practice of brotherhood a 365 day event—and not just one week in the year.

Berton Sonis
General Manager
WTIP Charleston, W. Va.

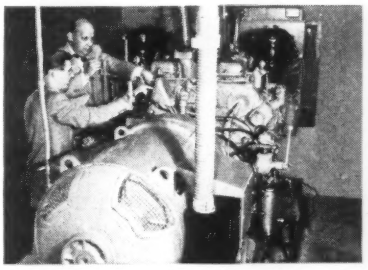
Fan for Fellows

EDITOR:

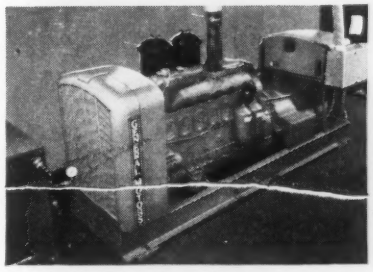
I *like* Harold E. Fellows' "Never Keep a Salesman Waiting" [B•T, March 9]. Send it to the *Readers' Digest.*

John Kennedy
Matewan, W. Va.

DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

GM GENERAL MOTORS DIESEL POWER

Keyed programming has made WMC great!

Programs designed for the taste of the people who make up the market! That's the secret behind the long and successful record of WMC programs.

Here are just a few of the shows that sell . . of the programs that pay on WMC:

"Agriculture and You"	6:15 to 6:30 A.M. Monday, Wednesday, Friday	Mathieson Chemical Corp.
	Tuesday and Thursday	Hercules Powder Co.
Charlie Dial	6:40 to 6:55 A.M. Monday through Friday	Ful-O-Pep Feeds
Jack Hunt	8:15 to 8:30 A.M. Monday through Friday	Pillsbury Flour
Ernest Tubb	11:45 to 12:00 A.M. Monday through Friday	Jewel Shortening
Farm News	12:00-12:15 P.M. Monday, Wednesday, Friday Tuesday and Thursday	Sinkers Cotton Seed Tennessee Coal & Iron Co.
Light Crust Doughboys	12:15 to 12:30 P.M. Monday through Friday	Burrus Mills
Slim Rhodes and his Mountaineers	12:30 to 12:45 P.M. Monday through Friday	Bristol-Myers
Farmers Program	12 45-1:00 P.M. Monday through Friday	South Memphis Stockyards Burnette-Carter Co.

WMC

MEMPHIS

NBC — 5,000 WATTS — 790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

OPEN MIKE

Day and Night

EDITOR:

I am very much distressed by reaction to BROADCASTING • TELECASTING's report of the FCC action on WCUE's request for full-time authorization (see page 100, March 9).

One of the Pittsburgh agencies interpreted your report to mean that WCUE was denied full-time authorization "for failure to provide adequate service to Akron and the metropolitan district" on the basis of past daytime operation.

The Commission's objection to granting us full-time authorization is entirely an engineering problem. Our application was designated for hearing in view of objectionable interference to WCUE's proposed nighttime operation from other stations and for alleged failure to provide adequate engineering service to Akron and the metropolitan district in accordance with the Commission's standards during our proposed pattern for nighttime broadcasting.

In other words, the Commission apparently has no quarrel with what WCUE has done in the past. It is our proposed nighttime operation that raises the question. . . .

Tim Elliot
President-General Manager
WCUE Akron, Ohio

[EDITOR'S NOTE: The item in question correctly quoted an FCC public notice, but B•T is glad to publish Mr. Elliot's clarification.]

Acid Test

EDITOR:

A real test of the reporting job a magazine or newspaper does occurs when one has a chance to read a report of something with which he is well acquainted. Years ago, I quit reading a well-known news magazine when I found that its interesting, but fanciful, reporting strayed so far from facts with which I was familiar.

In your issue of March 9, you presented "Our Respects" to H. Earl Rettig. It happens that Earl is my first cousin and that we lived next door to each other for a great many years of our youth in Chicago. He is still one of my best friends, and I am very well acquainted with his whole business career.

Because I know him so well, I am in an excellent position to judge the article you wrote about him. You did a wonderful job. Congratulations.

Edward E. Lethen Jr.
Director of Sales Extension
CBS Radio, New York

The Right People

EDITOR:

I want to thank you for the very fine article you wrote in B•T [ON ALL ACCOUNTS, March 2]. You might be interested to know that I have received considerable reaction from all over the country, which is indicative of the fact that your magazine certainly reaches the right people.

I also want to take this opportunity to tell you that I have always enjoyed the informative articles.

Sam Nathanson
V.P. in Chg. Sales and Distribution
Helen Ainsworth Corp.
Beverly Hills

XUM

5 AWARDS

to WESTINGHOUSE STATIONS

in B.A.B.'s contest on

"RADIO GETS RESULTS"

APPAREL
Award to KEX, Portland, Ore.
Advertiser: Hermanek's

FINANCIAL
Award to KYW, Philadelphia.
Advertiser: Bache & Co.

FOOD PRODUCTS
Award to WOWO, Fort Wayne.
Advertiser: Tidy House Products Co.

FOOD STORES
Award to KEX, Portland, Ore.
Advertiser: Schumacker's

MISCELLANEOUS
Award to KDKA, Pittsburgh.
Advertiser: Don T. Atkin Co.

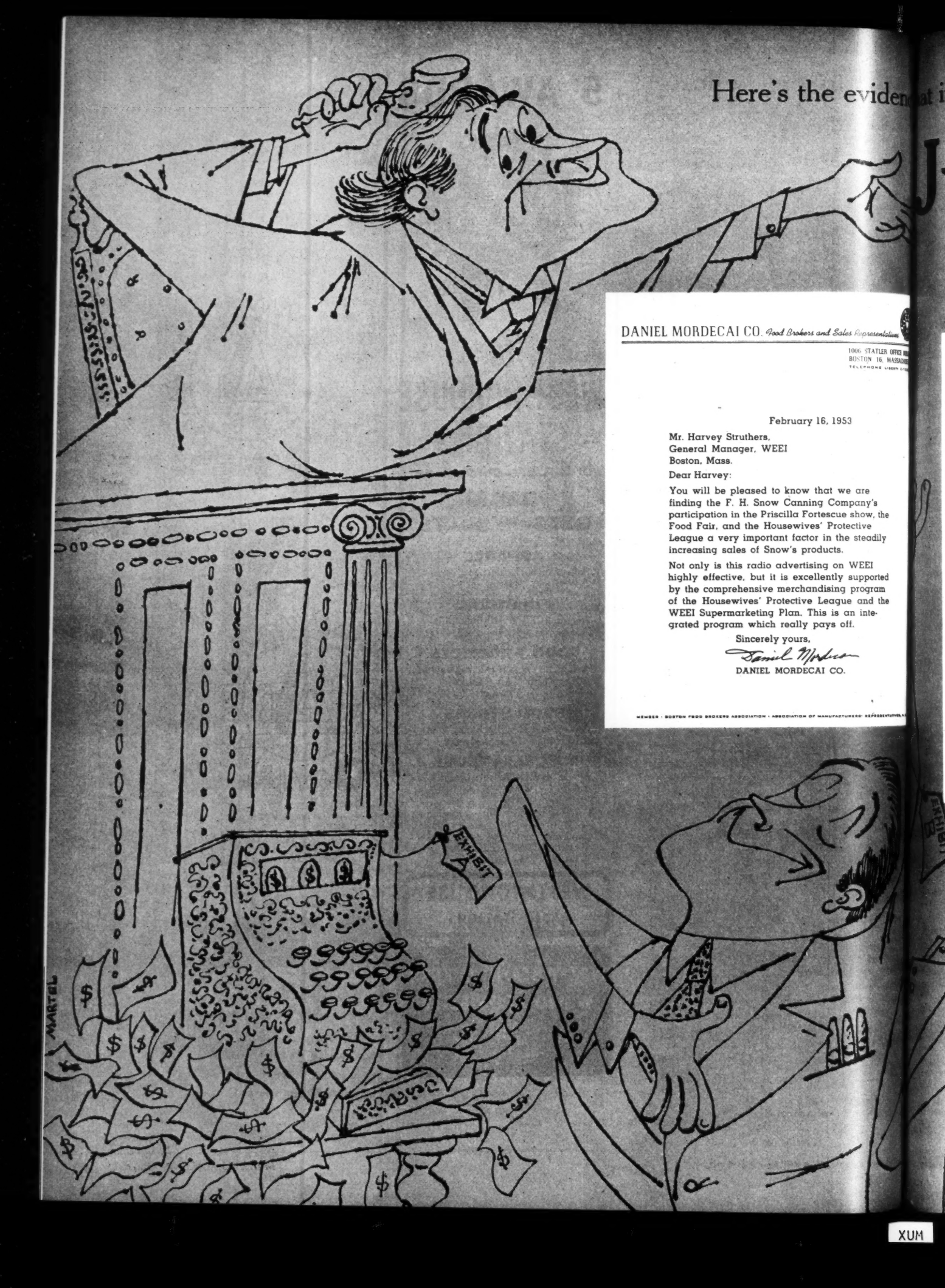
•

For real results.. for *spot action* .. in five of the nation's most important market-areas, see Free & Peters for availabilities on Westinghouse stations!

WESTINGHOUSE RADIO STATIONS

WBZ · WBZA · KYW · KDKA
WOWO · KEX · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales


Here's the eviden
DANIEL MORDECAI CO. Food Brokers and Sales Representatives
1006 STATLER OFFICE
BOSTON 16, MASSA
February 16, 1953
Mr. Harvey Struthers,
General Manager, WEEI
Boston, Mass.
Dear Harvey:
You will be pleased to know that we are finding the F. H. Snow Canning Company's participation in the Priscilla Fortescue show, the Food Fair, and the Housewives' Protective League a very important factor in the steadily increasing sales of Snow's products.
Not only is this radio advertising on WEEI highly effective, but it is excellently supported by the comprehensive merchandising program of the Housewives' Protective League and the WEEI Supermarketing Plan. This is an integrated program which really pays off.
Sincerely yours,
Daniel Mordecai
DANIEL MORDECAI CO.
MEMBER - BOSTON FOOD BROKERS ASSOCIATION - ASSOCIATION OF MANUFACTURERS' REPRESENTATIVES
EXHIBIT A
MARTEL

at in Boston, the station is WEEI!

Judge for yourself!

The F·H·SNOW Canning Company Inc

PACKERS OF "SNOW'S BRAND" CANNED FOODS

TELEPHONES SCARBORO 284-285
PINE POINT, MAINE

Factories
PINE POINT, MAINE
SOUTH GOULDSBORO, MAINE

February 1, 1953

Mr. Harvey Struthers
General Manager, WEEI
Boston, Mass.

Dear Harvey:

We have been participants in the Housewives' Protective League on WEEI for well over a year now, and have been greatly pleased with the results. These results have brought you, as you know, several renewals on this program.

I want also to tell you that we are well satisfied with the effectiveness of the Supermarketing operation. The displays in a large number of A&P and Stop and Shop stores have been very helpful in moving an increasing volume of Snow's products, particularly when they are backed up by our expanded schedule of air time. This combination of good air time plus good point-of-sale promotion ranks high as a producer of rapid turnover.

Very truly yours,
THE F. H. SNOW CANNING CO., INC.
Fred H. Snow, President

FHS/f

CLAM CHOWDER • FISH CHOWDER • CLAM CAKES • CLAMS • MINCED CLAMS • DYED HADDOCK
ATLANTIC SHAD • FISH FLAKES • POLLOCK • MACKEREL • OYSTERS • INDIAN PUDDING • WELSH RABBIT

DFS

DANIEL F. SULLIVAN CO.
Advertising

810 TREMONT STREET · BOSTON 16
TELEPHONE HANCOCK 6-7940

Mr. Harvey Struthers
General Manager, WEEI
Boston, Massachusetts

Dear Harvey:

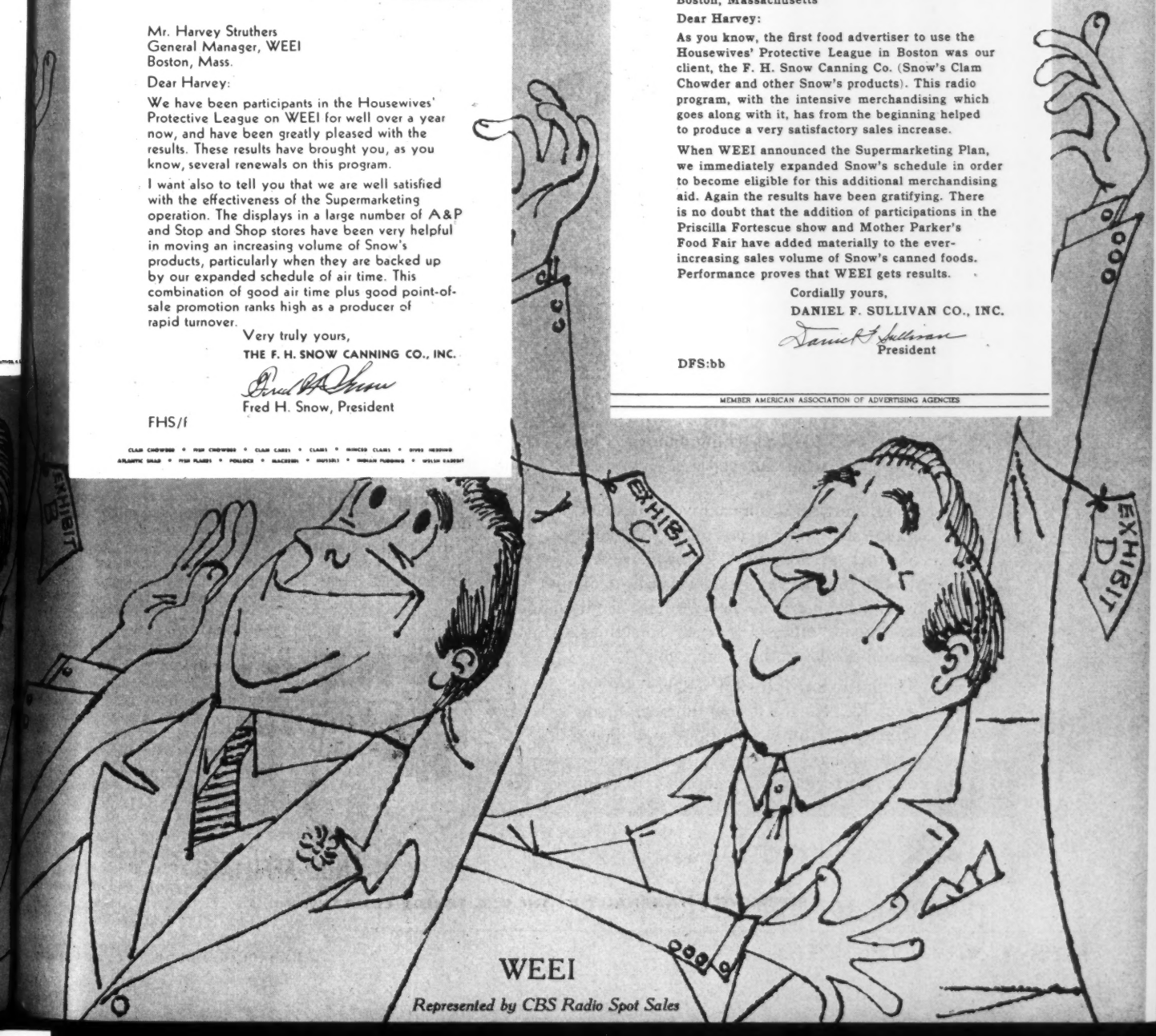
As you know, the first food advertiser to use the Housewives' Protective League in Boston was our client, the F. H. Snow Canning Co. (Snow's Clam Chowder and other Snow's products). This radio program, with the intensive merchandising which goes along with it, has from the beginning helped to produce a very satisfactory sales increase.

When WEEI announced the Supermarketing Plan, we immediately expanded Snow's schedule in order to become eligible for this additional merchandising aid. Again the results have been gratifying. There is no doubt that the addition of participations in the Priscilla Fortescue show and Mother Parker's Food Fair have added materially to the ever-increasing sales volume of Snow's canned foods. Performance proves that WEEI gets results.

Cordially yours,
DANIEL F. SULLIVAN CO., INC.
President

DFS:bb

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



WEEI

Represented by CBS Radio Spot Sales

XUM

OUR NUMBER ONE IRON

is in the fire

"What's new?" asked a chap in the locker room.

"I accidentally hit my wife with a golf club," replied his golfer friend.

"Hurt bad?"

"Yup. Dead."

"Say that's too bad. Ummmmm . . . by the way, what club you use?"

* * *

In bringing up a comparative analysis of listenership and coverage of KGNC and, like they say, Stations A, B, and C, we feel a little bit like the girl who said, "I always make it a point never to talk about my friends unless I can say something good . . . and brother, is this good!"

The new SAM Report (Baker Study) gives KGNC about five times as many primary daytime counties, and eight times as many nighttime counties, as the other three stations combined. In comparison with 1949, Stations A, B, and C have lost primary counties; not KGNC. We held our own, daytime, and jumped from 27 to 32 counties, nighttime. And our audience is up 17.7% daytime and 25.9% nighttime.

This brings us to television. KGNC-TV's test pattern went on the air March 11. Regular programming started Wednesday, March 18. Sets in the area: 12,653. Amarillo, with the Number One per-family income and retail sales figure in the U.S., won't take long to buy TV.

What club *you* use?

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Jane Leider

on all accounts

JANE LEIDER looks at advertising from the woman's point of view. A believer in and buyer of saturation daytime radio, she uses appeals to the housewife with emphasis on the product, particularly on week-end purchases.

She believes that local or regional daytime radio is the best buy for the small advertiser—a policy which has paid off for her as media director of Mogge-Privett Inc., Los Angeles.

Miss Leider, who has spent all her 33 years in Los Angeles, grew up with the advertising atmosphere which is now her career. Her father was in newspaper display advertising for 27 years. She naturally turned to the field, and upon graduation from UCLA with majors in business administration and sociology, joined the advertising department of Challenge Cream & Butter Assn.

Three years later, in 1944, she joined the Davis & Beaven agency (since dissolved), which serviced the Challenge account, in a secretarial capacity. Learning more about media, she soon advanced to the position of space and time buyer, purchasing heavy radio schedules for Scudder Food Products and Wilson & Co. (meat products), among other clients. Moving in 1948 to Harrington, Whitney & Hurst (now Harrington-Richards) as media director and office manager, she handled national spot radio for Squirt Co. (soft drink) and local radio for Gallo Wines.

Through her home ad training, Miss Leider had been led to believe that the newspaper was the "great" medium. Admitting she was hard to convince of radio's staying power, she changed her way of thinking after the first successful placement of radio spots. Now she believes "all media are important to obtain the best results."

After a year out of advertising and in an allied field, Miss Leider last year moved into her present job at Mogge-Privett. As has been true in her 12 years in advertising, she works primarily with food and beverage accounts. Among the current ones are Seven-Up Bottling Co., Ben Hur Products, Ocoma Foods Co. (frozen and canned chicken), California Lima Bean Growers Assn., Von's Grocery Co. (supermarket chain), Karseal Corp. (Wax Seal) and American Fruit Growers Inc. (Blue Goose products).

Miss Leider loves her work, admitting enthusiasm also for the outdoor life. Interested in sports, she is a baseball fan, currently engrossed in the Hollywood Stars 1953 season. Those games, incidentally, are sponsored on KFWB Los Angeles by Seven-Up Bottling Co.

* 25%

more families listen to

wdod

daily than the next most popular station

more families listen to

wdod

daily than the third most popular station

* 41%

WDOD, Chattanooga's No. 1 station, literally dominates this ever-expanding market. Just compare coverage with cost and you'll find that WDOD gives advertisers MORE listeners — MORE results per radio dollar. Single shot WDOD to do your selling in this area.

* *These latest Standard Audit and Measurement Service figures do not include our tremendous bonus FM coverage.*

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

Like champagne goes with caviar

Successful advertising goes with W-I-T-H just like champagne goes with caviar! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING TELECASTING

March 23, 1953 Vol. 44, No. 12

TV'S BIGGEST CUSTOMERS OUT TO KEEP DOWN COSTS

Leaders of nation's advertising industry warn ANA members that high costs of video are outpacing even the biggest advertisers. TV production costs come in for special attention, while delegates show less outward concern over radio expenditures.

NATIONAL ADVERTISERS spending a billion dollars annually for time and space, openly angered by the soaring cost of television, now face media decisions that will have a profound effect on the future of radio and television.

Meeting last week at Hot Springs, Va., members of the Assn. of National Advertisers held a series of closed meetings at which they sought answers to media problems brought about by TV's spectacular growth, its relatively high costs, and its development into a completely nationwide advertising medium.

These major advertisers, comprising 95% of the companies budgeting more than a million dollars a year in media facilities, are starting to squirm under the mounting expense of television advertising. They propose to do something about it.

They are worried about the cost of nationwide TV time once the entire nation is dotted with video outlets. They get violently agitated over increasing production expenditures for their programs and spots.

Celanese Drops Major Schedule

Some of these advertisers—Celanese Corp., for example—already indicate privately that television is getting too rich for their blood if purchased on a regular program schedule and on a nationwide basis. Celanese has dropped a major TV schedule.

Contrary to the ANA meetings held in 1951 and 1952, national advertisers are outwardly showing little concern over the cost of radio time. Instead they focused their financial eyes on television. This would not be regarded in any sense as a belief that ANA members are content with radio costs or that they have dropped all hope of adjusting aural costs downward in line with their ideas of television's impact on the older medium.

The extent of advertisers' fretting over TV costs was indicated by the way the ANA meeting was conducted. At three Thursday afternoon meetings the members held off-the-record discussions that had TV as an important, if not dominant theme. The agenda itself put it this way, "Is TV Worth the Cost—or Are You Running Out of Aspirin?"

Durable, non-durable and industrial advertisers exchanged views on their television experiences. As professional buyers of space and time, ANA members are historically aggressive in taking pot shots at media costs. While newsmen were barred from the Thursday discussions, it was obvious that ANA members are just as excited about video costs as they were about radio costs two years ago. At that time a slashing attack on radio costs was waged but fears of antitrust action finally entered the scene.

Much of the emphasis was placed on TV production costs at Thursday discussions rather than on the cost of time and facilities. ANA has closely followed negotiations with Screen Actors Guild.

Top Network Executives Speak

Eager to get an inside peek into the future of television, ANA had two top network executives as speakers Friday afternoon. Here, again, the doors were barred to newsmen as Frank White, NBC president, and Frank Stanton, CBS president, discussed questions on future TV prospects.

Mr. White's subject was, "Is Television Pricing Itself out of the Market?" Mr. Stanton spoke on the topic, "Getting More out of Television."

After three days of speeches and locked-door discussions, advertiser reaction in general was that TV networks and stations must make some major changes if they are to capture the business they want from national media buyers.

Perhaps the classic case of a TV network being priced out of the market is that of the Texas Co., which pioneered in the high-budget TV network production. The Texas Co. was sponsoring Milton Berle several years ago when the some $50,000 it cost per week was an almost unheard-of figure. At that time Mr. Berle had things virtually his own way in what passed for big-time television.

Since then other stars have risen as high (some indeed higher). Prices have risen too. Mr. Berle's *Texaco Star Theatre* now costs the Texas Co. about $110,000 a week, and this veteran sponsor of big-budget television has notified the network it is cancelling Mr. Berle after June 9.

The problem here is not alone that the *Texaco Star Theatre* in itself is expensive but also that continued sponsorship of it into a future that promises even higher costs throws the whole Texas Co. advertising budget out of balance.

The prevailing view at Hot Springs was that if present policies of big TV advertising continue, not many advertisers, even the biggest, can afford to go it alone in sponsoring major network shows.

Actually only one positive step was taken by the association—adoption of a strong policy statement demanding that both radio and TV stations accept commercials for related products of separate manufacturers under joint sponsorship (see separate box story).

This action, while considered highly important by these national advertisers representing 325 companies (half of them have million-dollar media budgets), really is only one phase of the overall radio-TV program. It reflects the feeling among advertisers that TV, particularly, must develop new techniques that will make the medium more accessible. This, of course, involves the cost factor.

In the corridor discussions, some of the ANA members conceded that TV networks and sta-

IMPORTANCE OF advertising in the sale of goods is explained at the ANA convention by Robert J. Keith (r), Pillsbury Mills vice president. With him on speaker's platform are (l to r): George B. Park, General Electric Co.; George J. Abrams, Block Drug Co. and program committee chairman, and Paul B. West, ANA president.

XUM

tions have made some progress in making it easy to buy portions of programs or to share sponsorship. They recalled that radio networks often require 39- and 52-week annual contracts. Since many advertisers buy space in weekly magazines, for example, on a 13-time annual basis, they feel TV must get away from radio timebuying traditions and make it easy for them to enjoy television's conceded sales stimulating potency.

Many ANA members believe they will be able to reach four-fifths of the TV audience when the medium acquires true nationwide penetration, by perhaps a 125-station network. Cost of such a network would be too high even for many of the largest advertisers, they contend, creating need for new time-bracketing techniques.

See Radio's Decline in Evening

As time purchasers, they generally agree the radio audience will decline as TV spreads, particularly in the prime evening hours. If pressed, some will concede radio's daytime and late-night audience is holding up better than they had anticipated two or three years ago and they will admit that TV hasn't cut deeply into auto and other "extra" listening.

One difficult problem to advertising buyers is this: Assuming that the radio audience is declining and the TV audience is increasing, how is an advertiser going to know how to spend his electronic budget most effectively? The first argument usually advanced by an advertiser is that surveys show the radio audience is declining as TV expands. They show interest in substantiated evidence that radio can provide the lowest-cost method of reaching the public but at the same time cling rather generally to the expressed belief that radios aren't used much when TV enters the home.

A year ago ANA members were enthused over a series of new Advertising Research Foundation projects that included a study of radio-TV rating methods: This study was barely mentioned at last week's meeting. The cooperative foundation, with joint advertiser-agency-media sponsorship, has working committees dealing with the radio-TV study but no action is expected before autumn. NARTB was invited to participate in the foundation but thus far its board hasn't voted any funds. On the other hand, NARTB is working on a TV rating project of its own and frequent committee and conference sessions are being held on the subject. There is a possibility that some sort of a BMB-TV project may emerge.

ANA Group Favors Joint Commercials on Stations For Related Products Made By Separate Manufacturers

A STATEMENT calling on radio and television to accept commercials on behalf of related goods, made by separate manufacturers, on a joint-sponsorship basis was issued Friday by Assn. of National Advertisers, winding up a three-day convention at Hot Springs, Va. (see main story page 31).

ANA called it "a strong and constructive statement." The policy declaration came from the ANA's Radio and TV Steering Committee headed by Edwin W. Ebel, director of advertising, General Foods Corp.

Noting that some radio and TV stations refuse joint advertising of a pie crust mix and pie filling ingredient, for example, Mr. Ebel said.

"This type of advertising is an important current trend of merchandising and refusals on the part of some stations are against the best interests of consumers, dealers and station owners, as well as sponsors. We have every reason to hope that stations will see the reason and equity in this statement and respond favorably to its recommendations."

Before issuing the policy statement ANA's radio-TV group conducted a survey of its members. This study showed that some progress is being made in joint commercials. It revealed also a fear among radio and TV stations that permitting joint commercials covering related products might lead to demand for similar privileges for non-related items and thus deprive stations and networks of customers. The group considers this position short-sighted.

The group's policy statement on joint sponsorship by advertisers of related products laid down these seven points:

1—Joining of products offers the consumers "the obvious benefit of a finished dish or service," representing greater station service to the audience.

2—Spread of such product advertising shows its fundamental value.

3—Joint promotions give distributors a chance to obtain multiple sales results in retail outlets, including more effective displays.

4—Efficiency of sponsors' sales and advertising effort is increased.

5—Other media have no such restrictions so the user of radio and television time is unfairly handicapped. The committee believes advertisers will be forced to turn to other media.

6—The joint technique actually extends purchase of radio and television time by increasing effectiveness and promotional efforts based on advertising.

7—Stations refusing jointly sponsored commercials for related products "are acting not only against their listeners' best interests, and those of sponsors and distributors, but against their own best interest as well."

Defense by Dyke

While it is normal for ANA members to chew at media as they discuss their common problems, the advertisers heard a defense by a high agency executive—Ken R. Dyke, vice president of Young & Rubicam. Mr. Dyke has served on all three sides of the advertising spectrum, having held high executive posts at NBC (vice president) and Colgate-Palmolive-Peet Co. (advertsing manager).

He praised the efforts of media to keep up advertising standards through copy and continuity acceptance departments. He spoke critically of the practices of some advertising leaders who make extravagant, repetitive, foolish and even vulgar claims for their goods and services. His subject was, "Is Public Confidence in Advertising on the Downgrade? The Forecast Is Fair and Warmer."

Much of the criticism against advertising comes from friendly sources, Mr. Dyke said, though specific abuses are relatively small in number when balanced against the whole advertising picture.

Mr. Dyke spoke at a closed session on the subject: "Is Public Confidence in Advertising on the Downgrade? The Forecast Is Fair and Warmer." Though his remarks were not released, it was learned that Mr. Dyke praised efforts of media to keep up advertising standards through copy and continuity acceptance departments.

John C. Dowd, president of Dowd, Redfield & Johnstone, New York agency, outlined the development of Blensol Color Shampoo from a $5,000 budget into a nationally distributed product. Following initial newspaper space, the campaign included TV film commercials designed to break down resistance to the idea of a home-supplied color shampoo and show how easily and economically the product may be used as well as the results obtained. Mr. Dowd described co-op advertising as "subsidized retail advertising." Blensol's 1953 advertising budget will run a quarter-million dollars, he said.

Talent Costs Explained

The plague of higher talent costs for TV film commercials was explained by Arthur Bellaire, in charge of BBDO TV and radio copy. Suggesting that the basic aim of TV commercials is "to create the damnedest, hardest-selling commercials possible at the lowest price possible," he listed figures citing the increase in cost of film commercials under the new Screen Actors Guild agreement.

The obvious answer, he said, is to study carefully all ways of keeping down the cost of film commercials. First, he explained, people "really don't tire of seeing your commercials

CORRIDOR GROUP at ANA convention included (l to r): Dick Hooper, RCA; Herbert F. Osterheld, Borden Co.; Len Colson, Mennen Co.; Vincent P. Brunelli, Personal Products Corp.; Wallace T. Drew, Bristol-Myers Co.; Robert J. Piggott, Grove Labs.; Stanley H. Manson, Stromberg-Carlson Co.; Morden R. Buck, Mohawk Carpet Mills.

repeated as rapidly as your next door neighbor may lead you to believe."

This theory permits rotation of two commercials instead of three or four when new production is started. Mr. Bellaire reviewed animation techniques, including low-cost types. He said rear screen projection offers chance for savings and advocated use of stock footage for inserts. Legal releases should be obtained with stock footage, he reminded.

Still photographs, enlivened by moving cameras, can help cut costs, according to Mr. Bellaire, as well as re-editing of old commercials without the need of repaying talent. He suggested old film footage be retained for incorporation in new commercials.

Advertising Aids Salesmen

Pillsbury Mills, major user of electronic media, looks on advertising investment as an aid to the sales force just as plant and equipment aid the production force, according to Robert J. Keith, vice president. Besides helping to keep the production wheels turning, he said, advertising gives expression to and provides an outlet for the work of our scientific research people.

Pillsbury uses research extensively in making advertising plans, according to Mr. Keith, as well as to show the comparative monthly position of its brands against those of competitors. This research points up what radio programs are most popular and what TV programs have the most viewers.

He recalled an impromptu comment by Arthur Godfrey that Pillsbury cake mix looked like paste when a liquid was stirred into it. This informal touch proved pleasing to many housewives, it was found. Mr. Keith added, "We have found out through research that the American housewife is pretty smart and understands humor like Godfrey displays both on his programs and in his commercials. We have also found that Godfrey is one of the world's greatest salesmen of all time."

'Shutter Mind' Readers

Richard D. Crisp, marketing research director of Tatham-Laird, in a discussion of printed media declared the firm's research program has found "that consumers read ads today with a 'shutter mind'," a form of defense mechanism by which they "can skim ads at truly astonishing speed."

A dramatic story of Minute Rice and its rise to top position in the branded rice field was narrated by H. M. Cleaves, marketing manager, General Foods Corp. This record was attained in a few years with the aid of extensive advertising, including radio and TV. The product was first in the field of pre-cooked rice.

Citing increase in sales and advertising, Mr. Cleaves said, "We can now afford television. Incidentally, here is a product that is a 'natural' for TV advertising." He said the product is white and easily demonstrated along with the simplicity of preparing it for the table.

Franco Leaves Weintraub; Plans to Be Announced

CARLOS FRANCO, general manager of radio-TV department, William H. Weintraub Co., New York, is resigning effective April 10. He has been with the agency for the past two years and prior to that was with Young & Rubicam. His future plans will be announced shortly. Meanwhile, Les Blumenthal, account executive with Weintraub agency, probably will take over as business manager of the radio-TV department.

MARBLES are used in a promotion campaign to symbolize the 500 spots (100 a week for five weeks) being used by Rinso on WRNL Richmond. Station salesmen presented leading Richmond food retailers with 500 marbles each. Above, Lou Kroeck (l), of Edward Petry & Co., representing WRNL, presents 500 marbles to Watler Bowe, head Rinso timebuyer at Hewitt, Ogilvy, Benson & Mather, New York.

Berghoff and Hamm's Beer Buy Broadcast Schedule

TWO midwest breweries last week announced advertising campaigns which include increased use of broadcast media: One in television, the other in radio.

Berghoff Brewing Corp., Fort Wayne, Ind., on March 2 started a 13-week radio schedule set up for a total of 5,861 announcements over 25 key Midwest radio stations, according to K. L. Braun, executive vice president and general manager, who said it was the largest spot radio drive in the firm's history. He said the campaign will be expanded later this year. The campaign coincides with the introduction of Berghoff Dark beer.

Theo. Hamm Brewing Co., St. Paul, will use more television "as more TV outlets become available," according to Albert R. Whitman, executive vice president of Campbell-Mithun Inc., Hamm agency, Minneapolis. He said Hamm's enthusiasm for television comes from its successful sponsorship of Chicago major league baseball telecasts. The firm again will sponsor Edward R. Murrow's radio news show on CBS, according to Mr. Whitman, who said interviews indicate the show's listeners drink more Hamm beer than non-listeners.

GM's Spot Drive Plans

GENERAL MILLS, Minneapolis, is tieing up loose ends of three individual spot campaigns which are slated to begin in two weeks in selected markets of the nation.

The campaigns involve Wheaties, handled by Knox-Reeves Agency, and Cheerios and Gold Medal flour, with Dancer-Fitzgerald-Sample as the agency.

Lowry Crites, GM radio-TV-media director, said Thursday that "hundreds of stations" have agreed to accept one of four alternative plans offered by the company for different markets. He said no stations nor station representative firms had posed serious opposition to the special rate project [B•T, March 16].

CLOTHIERS PLAN SPRING CAMPAIGN

Howard Clothes tailors experimental advertising program to test media results.

AT LEAST a half-dozen apparel campaigns will greet the spring and pre-Easter season with a parade of spot campaigns and local radio expenditures.

One of the largest current spenders among the clothing firms, Howard Clothes, is appropriating $300,000 for a 13-week campaign using a combination of newspapers and radio, radio alone, and newspapers exclusively in several selected markets to determine the relative potency of each medium and each combination of media. At least $86,100 of the test budget is going into a radio saturation campaign.

The firm will use newspapers and four Philadelphia radio stations for 35 to 100 spots running daytime, Monday through Friday, on a weekly span. Radio alone will be used in Boston, Detroit and Minneapolis, while New York and Chicago will feature only newspaper ads. Results of the test will be revealed about June 21. Howard places its own advertising in newspapers, but the radio spots are placed through Dowd, Redfield & Johnstone, New York.

Howard also plans to use a TV spot schedule starting in September, but details have not been worked out.

Ripley Stores—27 located in the eastern section of the U. S.—will spend approximately $140,000 this year, a $40,000 increase over its expenditures in radio and TV last year. The company is using Martin Block on WNEW New York until August, a 52-week spot saturation schedule on WMCA New York, and a TV spot announcement campaign on WFIL-TV Philadelphia. Bobley & Co., New York, is the agency.

Spends $250,000 Annually

Barney's Clothes, one of the largest local clothing firms in New York, spends about a quarter of a million dollars in radio annually. This year the organization added a small TV spot schedule without decreasing its radio activity. Barney's currently is using spot announcements on a 52-week basis on the following stations: WNEW WMCA WINS and WNBC, all New York. In addition, spots are being used on WNBT (TV) New York.

Canadian Furs is another 52-week spot announcement advertiser, using New York stations WNEW WHOM WOV and WOR, and WAAT Newark. The agency is Emil Mogul Co., New York.

Hollanderizing Corp. of America will go on the air the day after Easter with a campaign theme featuring three leading New York radio personalities. Each will tell the "Hollanderizing Story" on a daily schedule for eight weeks. They are John Gambling on WOR, Jerry Marshall on WNEW, and Jack Lacy on WINS. The account is handled by Lester Leber Co., New York.

Robert Hall Clothes, New York, long the nation's largest user of retail radio advertising for spring business, will add a TV spot campaign employing 20 stations in 11 major markets through Frank B. Sawdon Agency, New York [B•T, March 16].

Mellville Shoe Corp., New York (Thom McAn shoes), through Anderson & Cairns, New York, is placing a one-week pre-Easter campaign starting March 25 using 24 stations in eight southern markets, plus one TV station.

XUM

BBDO Drive for CARE

BBDO will serve as volunteer agency of the Advertising Council's campaign in behalf of CARE. Donald Gillespie, BBDO account executive, will supervise preparation of campaign materials.

Cohen Promotes Dunlavey

MARY DUNLAVEY, chief timebuyer, Harry B. Cohen Adv., New York, has been promoted to radio-television media director, effective immediately. Miss Dunlavey has been with the agency for the past three years. Prior to that she was with Pedlar & Ryan, and before that was timebuyer for Erwin, Wasey & Co., which she joined in 1939 as a secretary.

Miss Dunlavey

Kobak Urges Educators' Aid in ARF Studies

COOPERATION of universities in future projects of the Advertising Research Foundation was suggested Friday in a talk by ARF President Edgar Kobak on accomplishments and objectives of the organization.

Addressing the research session of the fourth annual Advertising Institute, sponsored by Emory U. and the Atlanta Advertising Club, Mr. Kobak said assistance of universities and schools "interested in advertising and marketing might well be helpful."

Noting that ARF now is a tripartite organization of advertisers, media and agencies, he declared it must accept its "share of the responsibility for what happens to advertising in the years to come." To meet this challenge, Mr. Kobak said, ARF currently is sponsoring projects on radio-TV rating methods, printed advertising rating methods, and on marketing and advertising research. The latter study will be incorporated into a booklet, "Criteria for Appraising Marketing and Advertising Research," which will be sent soon to all ARF subscribers.

Mr. Kobak said that ARF is considering a project to determine who buys certain types of so-called men's products and the relative influence of men and women on the act of purchasing and another on development of an economic and marketing data study.

Esty Appointments

APPOINTMENT of three new executives to service organization of William Esty Co., New York, was announced by agency president James J. Houlahan last week.

George MacGovern, director of sales development in network sales department of NBC, was named director of research. George E. Humbert and William E. John were appointed account executives. Mr. Humbert was with Kenyon & Eckhardt as account executive on the Kellogg account, and Mr. John formerly handled the Dodge account at Ruthrauff & Ryan. He will handle the Colgate-Palmolive-Peet account with Esty.

'52 NETWORK TV UP $53 MILLION

Network TV leads four media in gains over 1951 with 42 advertisers spending more than $1 million apiece, Publishers Information Bureau report shows. Combined billings for all four media gain 9.4%, but network radio drops $11 million.

DURING 1952, 42 advertisers spent more than $1 million apiece for network TV time and 37 advertisers spent more than that for time on nationwide radio networks, according to the fifth annual edition of "National Advertising Investments," based on data compiled by Publishers Information Bureau.

The volume reports combined expenditures of national advertisers for time on radio and TV networks and for space in magazines and Sunday newspaper supplements during the year totaled $958,347,692, a gain of 9.4% over the 1951 total of $876,104,727. All figures are for time and space only, not including talent or art work, and all are figured at the one-time rate.

Network TV billings were up $53 million over 1951; magazines rose $39 million; Sunday supplements gained $2 million and network radio dropped $11 million. The book also lists individual product advertising expenditures in each of the four media for all advertisers spending $25,000 a year or more—a total of 2,318 companies.

Radio and TV network advertisers using $1 million worth of time in 1952, listed in Tables I and II, include 21 companies who spent that sum with both types of networks. It is noteworthy that the top 12 users of video network time also appear on the radio list, whereas neither Miles Labs., ranking second among the radio network clients, nor Sterling Drug, third on this list, are included among the $1 million or more clients of the TV networks.

Gross time expenditures of the top 10 radio network advertisers in 1952, with their expenditures for the three preceding years, are shown in Table III, which reveals that the majority had greater time costs in 1949 than in 1952.

The reverse is shown in Table IV, reporting on TV network time expenditures of 1952's top advertisers in this medium for the past four years. Paralleling the growth of network TV as an advertising medium, this table shows the time purchases of each advertiser increased manyfold from 1949 to 1952.

Table I
Spending $1 Million or More For Network Radio

Rank		Billings
1	Procter & Gamble Co.	$16,235,025
2	Miles Lab. Inc.	7,021,901
3	Sterling Drug Inc.	6,370,822
4	General Foods Corp.	6,199,430
5	General Mills Inc.	6,151,026
6	Lever Brothers Co.	5,759,817
7	American Home Products Corp.	4,304,592
8	The Gillette Co.	4,184,685
9	Colgate-Palmolive-Peet Co.	4,135,687
10	Liggett & Myers Tobacco Co.	4,027,962
11	Campbell Soup Co.	3,489,936
12	R. J. Reynolds Tobacco Co.	3,374,806
13	Swift & Co.	3,147,860
14	Philip Morris & Co.	3,095,001
15	P. Lorillard & Co.	2,692,058
16	Philco Corp.	2,518,698
17	Pillsbury Mills Inc.	2,344,985
18	American Tobacco Co.	2,332,324
19	William J. Wrigley Co.	2,044,941
20	S. C. Johnson & Son	2,035,414
21	Kellogg Co.	1,810,474
22	Bristol-Myers Co.	1,794,510
23	Manhattan Soap Co.	,442,346
24	National Dairy Products Corp.	1,432,544
25	National Biscuit Co.	1,423,260
26	Prudential Insurance Co.	1,353,729
27	Armour & Co.	1,330,190
28	Rexall Drug Inc.	1,324,420
29	American Chicle Co.	1,313,115
30	Quaker Oats Co.	1,242,762
31	General Motors Inc.	1,221,289
32	American Federation of Labor	1,210,799
33	Standard Oil of Indiana	1,208,178
34	Gulf Oil Corp.	1,170,801
35	Ex-Lax Inc.	1,124,045
36	Pet Milk Co.	1,117,306
37	Coca-Cola Co.	1,027,821

Table II
Spending $1 Million or More for Network Television

Rank		Billings
1	Procter & Gamble Co.	$14,204,797
2	Colgate-Palmolive-Peet Co.	8,252,416
3	R. J. Reynolds Tobacco Co.	7,523,941
4	General Foods Corp.	7,379,300
5	Lever Brothers Co.	6,607,548
6	American Tobacco Co.	5,917,709
7	Liggett & Myers Tobacco Co.	5,021,480
8	General Motors Corp.	5,008,803
9	General Mills Inc.	3,956,881
10	P. Lorillard & Co.	3,770,021
11	The Gillette Co.	3,731,125
12	Kellogg Co.	3,585,781
13	Westinghouse Electric Corp.	3,482,439
14	Ford Motor Co.	3,065,840
15	National Dairy Products Corp.	2,944,289
16	Philip Morris & Co.	2,849,490
17	General Electric Co.	2,813,670
18	Philco Corp.	2,669,155
19	American Home Products Corp.	2,136,985
20	Pillsbury Mills Inc.	1,954,311
21	Radio Corp. of America	1,927,896
22	Quaker Oats Co.	1,909,968
23	Chrysler Corp.	1,611,362
24	The Texas Co.	1,608,950
25	Pabst Brewing Co.	1,604,060
26	Bristol-Myers Co.	1,588,584
27	Campbell Soup Co.	1,504,372
28	Goodyear Tire & Rubber Co.	1,422,460
29	Joseph Schlitz Brewing Co.	1,384,510
30	U. S. Tobacco Co.	1,327,813
31	Pearson Pharmacal Co. Inc.	1,326,795
32	Carter Products Inc.	1,296,526
33	S. C. Johnson & Son Inc.	1,275,841
34	Firestone Tire & Rubber Co.	1,235,070
35	Avco Manufacturing Corp.	1,164,137
36	Mars Inc.	1,112,982
37	Hall Brothers Inc.	1,095,140
38	Jules Montenier Inc.	1,073,955
39	Armstrong Cork Co.	1,071,330
40	Block Drug Co. Inc.	1,041,350
41	Revere Copper & Brass Inc.	1,030,955
42	Sylvania Electric Products Inc.	1,025,565

TABLE III
LEADING NATIONAL RADIO ADVERTISERS—1948-1952

		1952	1951	1950	1949	1948
1.	Procter & Gamble Co.	$16,235,025	$18,159,693	$18,357,909	$17,315,092	$18,199,384
2.	Miles Labs. Inc.	7,021,901	6,849,371	7,892,701	6,540,431	5,885,540
3.	Sterling Drug Inc.	6,370,822	6,908,141	7,591,040	8,107,859	9,063,366
4.	General Foods Corp.	6,199,430	6,869,503	7,506,216	7,456,943	6,774,593
5.	General Mills Inc.	6,151,026	6,490,270	7,820,752	6,742,004	7,190,599
6.	Lever Bros. Co.	5,759,817	6,615,646	6,826,149	7,141,391	5,317,036
7.	American Home Products Corp.	4,304,592	5,699,191	5,150,884	4,768,277	4,592,772
8.	The Gillette Co.	4,184,685	3,774,160	3,982,570	3,858,294	6,267,319
9.	Colgate-Palmolive-Peet Co.	4,135,687	4,736,688	3,925,758	3,877,804	4,342,245
10.	Liggett & Myers Tobacco Co.	4,027,962	5,337,327	5,217,562	5,228,772	5,043,752

TABLE IV
LEADING NATIONAL TELEVISION ADVERTISERS—1949-1952

		1952	1951	1950*	1949
1.	Procter & Gamble Co.	$14,204,797	$7,579,587	$ 570,295	$107,310
2.	Colgate-Palmolive-Peet Co.	8,252,416	4,489,841	847,674	289,535
3.	R. J. Reynolds Tobacco Co.	7,523,941	4,988,665	1,642,425	726,600
4.	General Foods Corp.	7,379,300	5,730,773	1,128,606	365,696
5.	Lever Bros. Co.	6,607,548	2,788,711	650,765	162,055
6.	American Tobacco Co.	5,917,709	2,975,957	951,715	271,260
7.	Liggett & Myers Tobacco Co.	5,021,480	3,529,136	1,074,141	594,440
8.	General Motors Corp.	5,008,803	1,772,490	1,063,324	664,511
9.	General Mills Inc.	3,956,881	1,884,485	520,853	75,027
10.	P. Lorillard & Co.	3,770,021	3,065,135	1,458,125	397,781

* Does not include DuMont Television Network.

Millions of nickels in juke boxes tell the story of the Italian Influence on modern American life. They go to pay for repeated playings of American hits based on Italian originals.

More and more American hit tunes, such as those pictured above, are adaptations from Italian popular songs. In their original form, WOV was first to bring them to American airwaves. What is today a nationwide hit may have been familiar, a year and more ago, to over two million Italian-Americans to whom WOV directs its Italian-language broadcasting.

In every phase of American life, Italian creativeness makes its daily contribution. From music to motor cars, from fashions to films to food, Americans have eagerly accepted the good things the Italian Influence brings us.

In New York, with the greatest Italian population of any city in the world, the Italian Influence makes its first and most penetrating impact. WOV will show you the way to turn this Influence to the profit of the product you advertise.

Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

XUM

Mogen David Sales Up 1,000% Under W&G Plan

NEW approach to TV programming and commercials is credited by Weiss & Geller agency with jumping sales of Wine Corp. of America's Mogen David wine 1,000% within a year.

This was reported by Edward H. Weiss, agency president, in an address scheduled for delivery last Saturday before the fourth annual Advertising Institute at Emory U., Ga., co-sponsored by the university and the Atlanta Advertising Club.

Radio, TV Crime Effects

Referring to W&G's study of "the possible negative effects of radio and television crime programs" [B•T, Jan. 26], Mr. Weiss said his agency found it had been using "the wrong type of commercials as well as the wrong type of television show" for Mogen David. The firm later replaced a mystery program with a panel show.

Mr. Weiss asserted:

". . . Since the use of our new show and copy theme (placing the viewer in a relaxed mood), Mogen David sales have hit an all-time high. . . ."

Mr. Weiss has been an exponent of applying the social sciences and human motivation studies to the advertising field.

Rybutal Denies FTC Charges

VITAMIN Corp. of America, Newark, has filed a formal denial with the Federal Trade Commission, Washington, to FTC charges that false advertising claims have been made for the vitamin product, Rybutal. Parties answering included VCA Labs., Vitamin Corp. of America and its officers.

Vitamin Corp., in addition to denying six allegations on advertising made by the Commission, challenged FTC's use of the word "free" in describing the company's offer of a $1.98 bottle of Rybutal to persons buying a 100-capsule size at the regular price.

Thor Buys TV; Plans AM

THOR Corp., Chicago, has committed $500,000, one-fourth of its 1953 advertising budget, to its new alternate-week sponsorship of *Quick as a Flash* on ABC-TV. Robert J. Runge, Thor advertising manager, revealed the company will spend a total of $2 million this year. Thor's sponsorship of *Flash* debuted March 12 on ABC-TV, and will continue on an alternate basis for 44 weeks. Additional stations will be added to the present 27 as availabilities open up. Television will receive the largest single portion of the budget, with radio announcements scheduled at the dealer level.

Miller Considers Braves

RADIO-TV rights for the new Milwaukee Braves baseball schedule were being considered by Miller Brewing Co. last week. Officials of the brewery, its agency, Mathisson & Assoc., and the ball club were to confer Friday.

A Miller radio-TV official said coverage rights are "in the process of negotiation." Mentioned in talk of televising or broadcasting road games were WTMJ-TV and WEMP, both Milwaukee.

Bradley, Glenn Elected

RONALD C. BRADLEY, account executive, and Norman W. Glenn, director of broadcast planning, have been elected vice president of Doherty, Clifford, Steers & Shenfield, New York.

Crosley, Speidel Losing Paul Winchell to P&G

YOUNG & RUBICAM, New York, for Procter & Gamble, Cincinnati (Cheer and Camay), has lured Paul Winchell and his dummy, Jerry Mahoney—now featured on the *What's My Name?* show under alternate sponsorship of Speidel watch bands and Crosley TV sets—for a new P&G program next fall.

Contract negotiations are still underway, with the advertiser expecting to sign Mr. Winchell to a five-to-seven year agreement.

P&G is expecting to put the new Winchell-Mahoney show in the Sunday 7-7:30 p.m. period on NBC-TV, now occupied by its Red Skelton show. That program would be pushed back to the 10-10:30 p.m. Sunday period now filled by *The Doctor*, sponsored by Camay.

Meanwhile, Speidel and Crosley probably will continue to sponsor the Louis G. Cowan package, *What's My Name?* with a new star. Mr. Cowan's three-year contract with Mr. Winchell expires at the end of this season.

Cecil & Presbrey Promotions

APPOINTMENT of three vice presidents was announced last week by Cecil & Presbrey, New York. They are: Harry Parnas, vice president in charge of media; Franklin E. Brill, vice president and director of public relations, and John P. Beresford, vice president and account executive.

NEW BUSINESS

Spot

Shaller-Rubin Adv., N. Y., is preparing radio spot announcement campaign to start about April 15 in 30 cities for undisclosed client. Television spot campaign is expected to follow.

Sturdy Dog Foods, Burbank, Calif., starts spot announcement campaign on alternating schedule on KLAC-TV, KNBH (TV) Hollywood, KFMB-TV San Diego and station in San Francisco to be announced, for 52 weeks from April 1. Agency: Jimmy Fritz & Assoc., Hollywood.

Network

Hall Bros., Kansas City (Hallmark greeting cards), has purchased two-hour period on full NBC-TV network for one-time presentation of "Hamlet" April 26. Agency: Foote, Cone & Belding, N. Y.

Scholl Mfg. Co. Inc., Chicago (Dr. Scholl's Zino Pads and other foot aids), sponsoring *Dr. Scholl's News with Ed Pettitt* over MBS, Sun., 4:55-5 p.m. EST, starting March 29. Agency: Donahue & Coe, N. Y.

Fram Corp., Providence (oil filters), to sponsor *Vacationland America* starring John Cameron Swayze and his family on NBC-TV, Sun., 5:30-5:45 p.m. EST, effective April 5. Film program will also be seen weekly in Montreal on CBFT (TV), Wednesday, April 8, and on CBLT (TV) Toronto starting Thursday, April 2. Show is being produced by Robert Lawrence Productions Inc. Agency: VanSant, Dugdale & Co., Baltimore.

Agency Appointments

Flako Products Corp. names Charles W. Hoyt Co., N. Y. Company uses radio-TV.

Gateway Mercantile Co., Phoenix (clothing, uniforms), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Ace Radio & Television Co., Portland, appoints Alport & O'Rourke, that city.

Security Industrial Insurance Co., Donaldsonville, La., appoints Philip J. Meany Co., L. A.

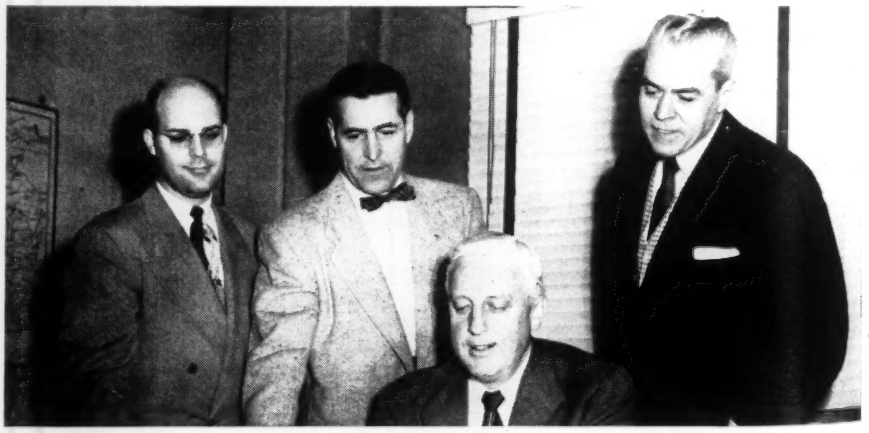
California State Fair, Sacramento, and **Vitafreze Equipment Inc.,** that city (frozen stick confections), appoints Clark & Elkus, that city.

West Disinfecting Co., Consumer Products Div., Long Island City, appoints Paris & Peart Adv., N. Y. **William F. Byrne** is account executive.

Doyle Packing Co. of Calif., L. A. (Strongheart dog food), appoints Ruthrauff & Ryan Inc., Hollywood.

National Drug Co. appoints Gray & Rogers, Phila.

Casler-Hempstead & Hanford, Chicago, has changed name to **Henry M. Hempstead & Co.**



WINSTON & NEWELL Co., Des Moines chain of 23 Super Valu stores, buys the Harlan Miller show on KRNT, aired Monday through Friday, 6:30 to 6:45 p.m. Russell W. Byerly, (seated), checks contract as (l to r) Carter Reynolds, station salesman; T. E. Barrowman, W & N departments manager, and Paul Elliott, KRNT, commercial manager, stand by. This is Mr. Miller's first work in radio. He has been columnist for the *Des Moines Register* the past 28 years and editor, "There's a Man in the House," in the *Ladies' Home Journal*.

This is JACKSON, MICHIGAN

Where
7 OUT OF **10** HOMES
in
Shoemaker Subdivision
(pictured below)
have antennas directed toward
WJIM-TV

Jackson, Michigan . . . an important automotive parts manufacturing city and home of SPARTON Television . . . is just 32 air miles from the WJIM-TV transmitter and on the main line between Detroit and Chicago. It is one of the five major Michigan cities served by WJIM-TV. Jackson County has a population of 110,000 and 1951 retail sales of $131,000,000.

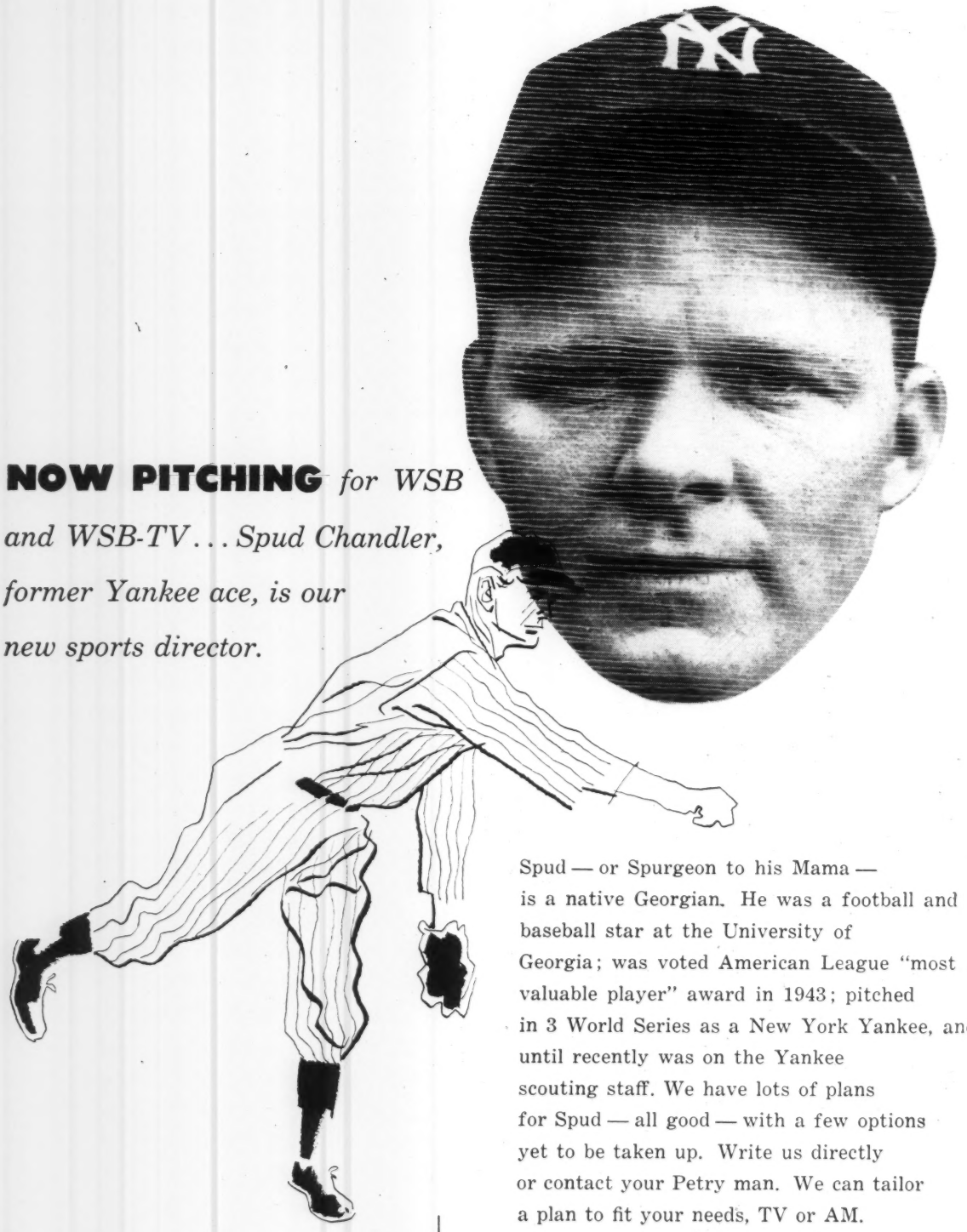
WJIM-TV is strategically located to cover Michigan's great markets and industrial areas . . . truly an AREA station serving FIVE major markets . . .

SAGINAW—FLINT—LANSING—JACKSON—BATTLE CREEK

Represented nationally by H-R Representatives, Inc.
New York, Chicago, Hollywood, San Francisco

WJIM-TV

NBC-CBS-ABC-DTN



NOW PITCHING *for WSB and WSB-TV... Spud Chandler, former Yankee ace, is our new sports director.*

Spud — or Spurgeon to his Mama — is a native Georgian. He was a football and baseball star at the University of Georgia; was voted American League "most valuable player" award in 1943; pitched in 3 World Series as a New York Yankee, and until recently was on the Yankee scouting staff. We have lots of plans for Spud — all good — with a few options yet to be taken up. Write us directly or contact your Petry man. We can tailor a plan to fit your needs, TV or AM.

wsb | **wsb-tv**

The Voice of the South | *50,000 watts on channel 2*

Affiliated with The Atlanta Journal and The Atlanta Constitution

TV Continuity Plots Leave Children Cold—SRI Study

SPONSORS who try to build continuing types of plots and strict continuity in children's TV shows are doing so to no avail, according to a study released by Dr. Burleigh B. Gardner, executive director of Social Research Inc., Chicago psychological research and marketing consultant firm.

The report, "Now for the Kiddies," indicated children cannot carry too long a plot in their heads and that continuity is a minor detail with them. "On the other hand, lengthy commercials, the bane of adult TV shows, are not poison on children's shows," Dr. Gardner said. He said younger children especially like entertaining commercials as well as they like the show. The study recorded children's preferences in various age groups.

Benny Tops Nielsen AM

JACK BENNY topped the A. C. Nielsen rating report made the week of Feb. 8-14, while *Lux Radio Theatre* moved up from fifth place the week before to nudge *Amos 'n' Andy* from the No. 2 spot. Complete radio ratings follow:

NIELSEN-RATING*

RANK	PROGRAM	HOMES REACHED (000)
1	Jack Benny (CBS)	6,311
2	Lux Radio Theatre (CBS)	5,550
3	Amos 'n' Andy (CBS)	5,505
4	Charlie McCarthy Show (CBS)	5,192
5	Our Miss Brooks (CBS)	4,699
6	People Are Funny (CBS)	4,341
7	My Little Margie (CBS)	4,162
8	You Bet Your Life (NBC)	4,118
9	Arthur Godfrey's Scouts (CBS)	4,073
10	Suspense (CBS)	4,073

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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TELESTATUS®

Weekly TV Set Summary— March 23, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV	13,126	.....
Ames	WOI-TV	129,421	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	54,850	8,228
Austin	KTBC-TV	23,354	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Binghamton	WNFB-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,015,445	.....
Buffalo	WBEN-TV	336,931	523
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,341,717	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	14,500	.....
Columbus	WNBS-TV, WLWC WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV, KONA	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	327,000	.....
Jackson	WJTV	11,300	11,300
Jacksonville	WMBR-TV	101,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	226,915	.....
Lubbock, Tex.	KDUB-TV	18,753	.....
Lynchburg	WLVA-TV	40,500	1,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WKNB-TV	225,000	36,600
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	165,358	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	176,650	.....
Peoria	WEEK-TV	.....	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	580,000	.....
Portland, Ore.	KPTV	72,839	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	84,748	84,748
Richmond	WTVR	162,517	.....
Roanoke	WROV-TV, WSLS-TV	50,100	14,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	132,438	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	533,735	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
South Bend	WSBT-TV	30,669	30,669
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield	WWLP	.....	.....
St. Louis	KSD-TV	490,000	.....
Syracuse	WHEN, WSYR-TV	214,067	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	138,050	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	436,849	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	40,000	40,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	28,534	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Stations on Air 149* Total Markets on Air 97*

Total Sets in Use 22,381,791

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
246,871
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

NARTB Code & TV Public

THE NARTB's television code on commercials is known to a significant portion of the TV public, according to a survey of the Columbus, Ohio, area by Dr. Kenneth Dameron of Ohio State U.'s business organization faculty.

Dr. Dameron said some 23% of viewers questioned were familiar with the code and believed it the best device to regulate the content of commercials. He called the finding "significant in view of certain public criticism of advertising and recent citations against false and misleading advertising by the Federal Trade Commission."

About 5% of viewers thought the government should exercise more control over TV commercials. In general, Dr. Dameron said, "the public felt that television advertising is fairly satisfactory."

'Lucy', Fights, Godfrey Lead Nielsen TV Report

A. C. NIELSEN Co.'s second report for February, covering top TV programs for the two weeks ending Feb. 21, shows *I Love Lucy*, Pabst Blue Ribbon fights and Arthur Godfrey as the top three programs in number of homes reached and in the percentage of homes reached in each station area. Listings follow:

NIELSEN RATING
NUMBER OF HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,177
2	Pabst Blue Ribbon Bouts (CBS)	12,004
3	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	11,150
4	Texaco Star Theatre (NBC)	9,991
5	Colgate Comedy Hour (NBC)	9,989
6	Dragnet (NBC)	9,671
7	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	9,590
8	You Bet Your Life (NBC)	9,564
9	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	9,424
10	Fireside Theatre (NBC)	9,243

% OF HOMES REACHED IN STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	69.9
2	Pabst Blue Ribbon Bouts (CBS)	56.8
3	Arthur Godfrey's Scouts (CBS)	56.0
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	54.6
5	Texaco Star Theatre (NBC)	50.8
6	Dragnet (NBC)	49.2
7	Colgate Comedy Hour (NBC)	47.0
8	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	47.0
9	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	45.8
10	Toast Of The Town (CBS)	45.4

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Trendex Finds 'Lucy', Godfrey, Tops in March

TOP 10 Trendex ratings for sponsored evening network TV programs for week of March 1-7 were released last week. They are:

Rank	Program	%
1	I Love Lucy (CBS)	62.9
2	Talent Scouts (CBS)	49.9
3	Dragnet (NBC)	43.8
4	Godfrey's Friends (CBS)	42.9
5	Star Theatre (Berle) (NBC)	37.4
6	Our Miss Brooks (CBS)	34.5
7	You Bet Your Life (NBC)	34.0
8	Strike It Rich (CBS)	33.8
9	What's My Line (CBS)	32.5
10	Toast of the Town (CBS)	31.2

(NOTE: Figures are based on the one live broadcast during the week, March 1-7, 1953.)

MOVIE MAKERS SEEK TV ENTRE; MPAA SAYS NETWORKS 'INTERESTED'

Hollywood adopts "If you can't lick 'em, join 'em" attitude, or so it would seem as MPAA makes opening overtures to put picture excerpts on video.

THE MAJOR motion picture producers, heretofore antagonistic toward television, now want to get in.

But, at least one skeptic added hastily, they want it on their own terms if their current collaborative approach is any criterion.

Through the Motion Picture Assn. of America, they have broached the TV networks on a proposed series which would present excerpts from new feature movies and would include personal appearances of member companies' top stars, whose TV appearances in the past generally have been strictly limited. The chosen network would be free to sell the series to advertisers.

MPAA spokesmen last week described the plan as "still in the formative stage," and said that, although the networks had been contacted, none of them had yet submitted formal detailed proposals for a format. They described the networks as "very much interested," and said they hoped that within two weeks a network could be selected to produce a pilot film.

Network authorities had little to say, although it was reported that at least NBC-TV and ABC-TV had advanced some program plans to the MPAA group, while CBS-TV had decided not to do so.

The plan as described by MPAA spokesmen called for a series of weekly half-hour shows. Each would contain integrated excerpts from two or three new feature pictures, plus appearances by one or two motion picture stars. Eric Johnston, head of MPAA, might appear on each show, perhaps in the role of host. The programs probably, but not necessarily, would be film or a combination of film and live production.

MPAA Has Cooperation

MPAA emphasized that, although programs of this type have been contemplated by others, MPAA is the only organization which can "deliver" the cooperation, facilities and stars of all of the major companies.

MPAA membership includes such companies as MGM, Paramount, 20th Century-Fox, Columbia, RKO, Universal, Warner Bros., Monogram, United Artists and Allied Artists, and officials said all would cooperate in the proposed series.

Chief objections voiced to the proposal were charges that MPAA wanted to retain too rigid control over the series, that the programs would be the equivalent of almost 30 minutes of "plugs" for the motion picutre industry, and that sponsorship would be hard to find. "Who would want to buy two minutes of commercials and 27 minutes of plugs for Hollywood?", one observer asked. It also was contended that the major producers no longer control the contracts of any large number of real "name" stars.

The motion picture industry's move in any event was seen as another step in a Hollywood trend away from its anti-TV position of the past.

Another example cited was the sale of rights for TV-radio coverage, via NBC under RCA sponsorship, of the famed "Oscar" awards dinner last Thursday night.

Other examples, and closely similar in format of the MPAA proposal, were the CBS-TV *Toast of the Town's* signing of agreements with 20th Century-Fox and MGM whereby five or six-minute "Miniature World Premieres" of new movies of those companies would be presented on *Toast* [B•T, March 16, 9].

In connection with the *Toast* agreement with MGM and 20th Century, regulations of American Federation of Musicians with respect to the use of music on sound tracks of film clips has prompted the movie companies to limit the "Miniature World Premiere" selections to a considerable extent to non-musical productions.

Spokesmen for both companies acknowledged they were following this policy but said they have received "clearance" from AFM for some motion pictures with music, as in the case of "Call Me Madam."

Meanwhile, the value of cooperation between television and the motion picture industry was stressed by Ed Sullivan, producer and m.c. of *Toast*, in a talk in New York Thursday before the Assn. of Motion Picture Advertisers.

Referring to the agreements with MGM and 20th Century-Fox, he noted that his program had used a movie sketch as far back as 1949, at which time "the exploitation values of TV became self-evident."

AMPA made Mr. Sullivan an honorary life member at the Thursday session in recognition of "his cooperation in helping to publicize movies through the medium of television."

AFL Council Continues Bar on Foreign TV Films

CONTINUING its drive to halt foreign TV film production, the AFL Hollywood Film Council will meet this week with Peerless Television Productions to discuss proposed distribution of English financed and filmed *Secrets of Scotland Yard* series, and producer-director Raoul Walsh, on *Long John Silver* and *Capt. Blackbeard* series to be filmed in the Caribbean area.

Action by the council last week approved Bernard Proctors distribution set up for *Orient Express*, series of 26 half hour programs filmed in major European cities by John Nash, as Proctor contracted for the series before formulation of union's policy. Also given the go signal was Harlan Thompson, whose Dorset Productions advanced considerable money toward filming a quarter hour musical series in Italy prior to the councils production curb campaign [B•T, Feb. 9].

Dodgers' Film Package

BASEBALL television quiz show, produced by Guild Films Inc., New York, will be released next month with the opening of the major league baseball season. Titled *Call the Play*, the program will be available on a weekly or multi-weekly basis. It will feature action highlights of major league games played by the Brooklyn Dodgers last year. Format includes a quiz and a jackpot.

New

KGUL-TV

off and flying today with
top CBS Television and local programming...
and the highest power
in Southwest television (235,000 watts)

in

GALVESTON-HOUSTON

combined, the 15th-largest metropolitan market
area in the United States,
phenomenally rich and fast growing...
even by Texas standards

is represented by

CBS TELEVISION SPOT SALES

who'd like to tell you more about KGUL-TV
and nine *other* top-audience stations (in nine of your top-money
TV markets, including the four largest).*

**CBS Television Spot Sales also represents*
WCBS-TV, *New York*, WCAU-TV, *Philadelphia*, WTOP-TV, *Washington*,
WBTV, *Charlotte*, WMBR-TV, *Jacksonville*, WBBM-TV, *Chicago*,
WAFM-TV, *Birmingham*, KSL-TV, *Salt Lake City*, KNXT, *Los Angeles, and*
CTPN, *the CBS Television Pacific Network.*

XUM

EVENING hour-long strip on WABC-TV New York, which starts April 27, is planned by Robert E. Kintner (l), ABC pres.; Milton H. Biow (c), bd. chm., Biow Co., N. Y., agency for Knickerbocker Beer, and Fred Linder (r), pres., Knickerbocker [B•T, March 16].

SIGNING for sponsorship of Ray Clark with *TV News Headlines* two nights weekly on WOW-TV Omaha for 33 weeks by McFaydens Inc. (Ford dealer): Seated, l to r, Richard McFayden, v.p., McFaydens; John Goodsell, Holland, Holland & Goodsell agency; standing, Richard Benson, McFaydens bus. mgr.; Lyle DeMoss, asst. gen. mgr., WOW-TV.

FACILITIES of WEEK-TV Peoria are shown by Fred C. Mueller (l), gen. mgr., to Don Mercer, NBC station relations. The new station is affiliated with NBC and DuMont.

CAST of Garry Moore video show breakfasted with Stokely-Van Camp executives before kick-off of new Quick-Meals-in-a-Can promotion. L to r: Seated, Durwood Kirby, anncr.; Denise Lor, singer; Mr. Moore; H. F. Krimendahl, pres., S-VC; standing, Howard Smith, pianist; L. J. Noonan, v.p.; Ken Carson, guitarist.

Antitrust Objections Deadline Set April 15

DEFENDANTS in the Dept. of Justice's antitrust suit to force release of 16mm feature motion pictures to television and other outlets last week were given until April 15 to file objections to interrogatories sent them a fortnight ago.

Under ordinary conditions the motion picture studios and distributing companies would have only 10 days to file objections, but with the 29 detailed questions covering activities back to 1936, time extension was granted after a conference between government and defense attorneys.

The suit, filed last July [B•T, July 28, 1952] lists defendants as Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.; Universal Pictures Corp. and its subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Theatre Owners of America (TOA) is named as a co-conspirator, but not as a defendant.

NBC Program Films in Canada

RCA Victor Co. Ltd. of Canada now is sole distributor of NBC film productions in Canada, Robert W. Sarnoff, vice president in charge of the NBC film division, announced last week.

Mr. Sarnoff said RCA's Canadian subsidiary will provide complete production services, advertising and merchandising campaigns and publicity, promotion and merchandising services to local sponsors and stations. Film properties to be offered include *The Lilli Palmer Show*, *Douglas Fairbanks Presents*, *Dangerous Assignment* and *The Visitor*.

Film Sales

Falstaff Brewing Corp., St. Louis, will start *City Detective*, weekly half-hour TV film series, in 10 southern markets during June. To be produced by **Revue Productions,** North Hollywood, mystery series goes into production in early April with **Rod Cameron** starred. Agency is Dancer-Fitzgerald-Sample Inc., Chicago.

* * *

Ohio Oil Co., Findlay, Ohio, starts *Crown Theatre*, weekly half-hour TV series filmed by **Bing Crosby Enterprises,** Culver City, in eight markets the week of April 6 for 26 weeks. The new series, featuring **Gloria Swanson** as hostess-m.c., will be shown in Columbus, Dayton, Toledo, Grand Rapids, Louisville, Indianapolis, Kalamazoo and Bloomington, Ind. Agency is **Stockton-West-Burkhart,** Cincinnati. The sale was handled by **Charles B. Brown,** BCE vice-president in charge of sales, and **Dick Dunn,** agency radio-TV director.

* * *

Five new markets for **United Television Programs'** *Heart of the City* (originally presented as the *Big Town* network series sponsored by Lever Bros.) were announced last week, bringing total sales to 37. The package has been purchased in Buffalo by **Iroquois Beer,** by **WABI-TV** Bangor, **WXYZ-TV** Detroit, and by the **Streitman Biscuit Co.** for showing in Charleston and Roanoke.

* * *

Sarra Inc., New York and Chicago, has produced a series of 20-second animated weather forecasts now being shown in the Cleveland area for **Leisy Beer.** Series is produced through the Cleveland office of **McCann-Erickson. Stuart Buchanan,** account executive at the agency, supervised the series.

* * *

California Willys Co., Los Angeles, starts a 75-minute weekly feature film, *Film Playhouse*, on KLAC-TV Hollywood, for 13 weeks from March 19. Agency is **Edwards Agency,** L. A.

Availabilities

Louis Weiss & Co., Los Angeles, has acquired U. S. TV distribution rights to the feature musical film, "That's My Boy," starring NBC-TV's **Jimmy Durante.** Written by **Oscar Strauss,** the film is a satirical operetta.

* * *

Broadcasting & Film Commission of the National Council of Churches of Christ in the USA is releasing free of charge as a public service program a special Easter film, "I Behold His Glory." The 55-minute color film was produced by **Cathedral Films,** Burbank, Calif.

* * *

Screen Gems, New York, is offering *Meet The Family*, a new half-hour filmed TV program, for national and regional sponsorship. A pilot program has been produced.

Production

Screen Gems Inc., Hollywood, is preparing two new half-hour TV film series for production. Being completed is "The Last 30 Minutes," the pilot film in *The Law Strikes Back*, a series of unrelated dramatic episodes produced by **Michael Kraike.** The pilot film goes into production April 14.

* * *

Flying-A Television Co., Hollywood, has started a third half-hour TV film in its *Annie Oakley* series, starring **Gail Davis, George Archainbaud** is the director and **Lou Gray,** producer.

Random Shots

Kling Studios Inc., Chicago, has opened an office at 818 Olive St., St. Louis, with **William Wright** placed in direction.

* * *

Ankers-Loeb Productions has been named Washington, D. C., representative for **Stanley Neal Productions,** New York and Hollywood firm which films special documentaries for TV distribution, it was announced last week by **Leon Loeb** of the Washington firm. Ankers-Loeb will produce training and other special features which require a Washington setting, Mr. Loeb said.

Film People

Walter A. Klinger, in charge of sales for Scandinavian-American Television Co., Beverly Hills, joins **United Television Programs Inc.,** Hollywood, as district manager with headquarters at California Studios.

* * *

Charles M. Amory, vice president in charge of sales for Pathe Laboratories Inc., also has been elected vice president in charge of all business relations with independent film producers for Eagle Lion Studios, Hollywood. **Arthur B. Johnson,** studio manager, has been promoted to vice president in charge of administration of EL. **William C. MacMillen Jr.,** president, Chesapeake Industries, parent company, announced changes.

* * *

Bob McKee, radio-TV announcer, joins **Filmack Studios,** Chicago, in production and sales of TV film spots.

UTP Adds to Sales Force; Moves to West Coast

TO KEEP PACE with increased business, United Television Programs last week announced addition of three men to its sales staff and plans to improve sales and administrative operations.

Vice President Ben Frye said that UTP, which has placed a million dollars in contracts since the first of the year, will move main offices from Chicago to Hollywood April 1. Offices will be located at California Studios, with office management supervised by Walter Klinger, who recently joined UTP. The firm also has taken physical distribution of its prints from Modern Talking Pictures and is establishing its own shipping exchange on the West Coast, he added.

Other developments announced by Mr. Frye are a planned sales and promotion budget "five times as large" as last year's and a decision to hold an annual series of sales conferences on the West Coast. New UTP salesmen are George Weiss and Herbert Miller, who have been assigned to the Midwest, and Charles McNamee, who will work the southern territory.

Telethons Raise $2,287,612 In Cerebral Palsy Campaign

CONTRIBUTIONS totaling $2,287,612 were raised by 12 telethons conducted for United Cerebral Palsy in 12 cities in 1952, Leonard H. Goldenson, UCP president and also president of AB-PT, reported Thursday.

Actual collections from the 12 television marathons, according to Mr. Goldenson, averaged 98% of the amounts pledged when the shows went off the air.

Top fund raiser of all the UCP telethons was the 18-hour program over WABC-TV New York on Dec. 7-8, which brought in $642,824, 116% of the amount pledged.

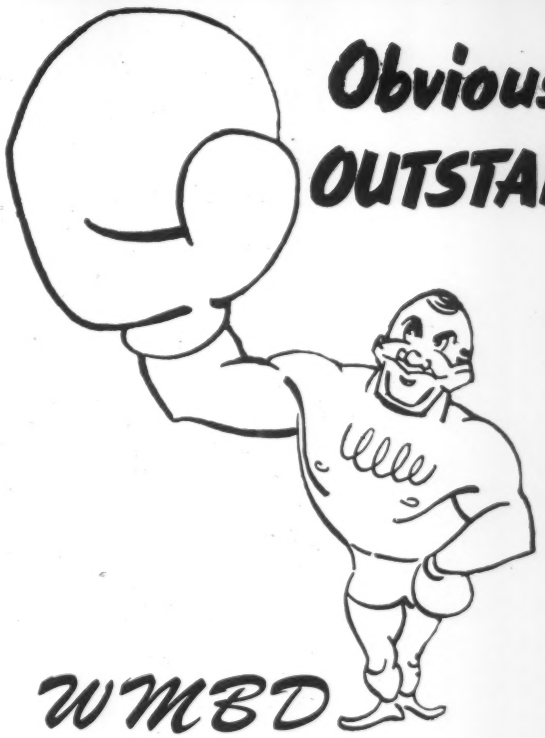
Other cities and stations which held telethons were KECA-TV Los Angeles, WOAI-TV San Antonio, WHAS-TV Louisville, WTVJ (TV) Miami, WDSU-TV New Orleans, KPRC-TV Houston, WDTV (TV) Pittsburgh, WBKB (TV) Chicago, KGO-TV San Francisco, WFIL-TV Philadelphia and WKRC-TV Cincinnati.

'Main Street, Europe'

WTAG-AM-FM Worcester, Mass., is showcasing a 26-week radio series, *Main Street, Europe*, produced by Louis Fontaine, who recorded interviews in English with persons in Western European countries.

Mr. Fontaine, who two years ago produced *Accent on Paris*, a series on that city, for WTAG, traveled 30,000 miles and spent seven months recording the *Main Street* series, according to the station. The programs depict the customs, backgrounds and everyday life of contemporary Europeans. The show is being aired by WTAG Sundays at 1:30 p.m.

To gather the tape-recorded material, Mr. Fontaine visited Scandinavia, Great Britain, Ireland, France, Italy, Austria, Switzerland, Belgium, Holland, Lichtenstein and Luxembourg.



Obviously OUTSTANDING . . .

THE WINNER AND STILL CHAMPION!

WMBD

AGAIN LEADS IN EVERY TIME SEGMENT

INDEX	Sets in Use	Peoriarea Stations					
		WMBD	A	B	C	D	E
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. — NOON	25.7	51.5	15.7	13.7	3.6	1.6	6.8
WEEKDAY AFTERNOON MON. THRU FRI. NOON — 6:00 P. M.	24.3	54.3	11.4	9.4	7.1	2.6	9.7
EVENING SUN. THRU SAT. 6:00 P. M. — 11:00 P. M.	30.5	50.6	21.0	14.6	—	—	7.4
SUNDAY AFTERNOON NOON — 6:00 P. M.	23.1	33.1	13.8	17.9	5.0	14.9	15.8
SATURDAY DAYTIME 8:00 A. M. — 6:00 P. M.	22.9	47.6	13.7	13.3	3.9	2.7	12.7

Share of audience, city zone, Peoria, Illinois; November-December, 1952

CONSISTENT LEADERSHIP!

The latest Hooper Index once again shows how WMBD dominates the rich Peoriarea market. Throughout its 26 year history, WMBD has maintained this position of leadership . . . from the first Peoria Hooper Survey, eight years ago, to today, it has been demonstrated that WMBD reaches more listeners than the next TWO STATIONS COMBINED . . . in every time segment, Monday through Saturday!
WMBD'S OBVIOUSLY OUTSTANDING share of the audience leads to OBVIOUSLY OUTSTANDING sales results.

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

NINE NEW FACES ON NARTB RADIO BOARD

Elections among odd-number districts and at-large voting [B•T, March 16] added these directors. Four others were re-elected.

Directors re-elected include Kenyon Brown, KWFT Wichita Falls, Tex., representing Dist. 13; John H. DeWitt Jr., WSM Nashville, representing large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, FM.

Herbert L. Krueger
WTAG Worcester, Mass.
District 1

George H. Clinton
WPAR Parkersburg, W. Va.
District 3

John Fulton
WGST Atlanta
District 5

F. Ernest Lackey
WHOP Hopkinsville, Ky.
District 7

Hugh K. Boice Jr.
WEMP Milwaukee
District 9

John F. Meagher
KYSM Mankato, Minn.
District 11

William D. Pabst
KFRC San Francisco
District 15

Richard M. Brown
KPOJ Portland, Ore.
District 17

G. Richard Shafto
WIST Charlotte, N. C.
Medium Stations

IRE MEET OPENS; TV HIGH ON AGENDA

The latest in electronics will be exhibited and explained at the annual sessions starting today

REGISTRATION for the 41st annual convention of the Institute of Radio Engineers, opening today (Monday) at New York's Waldorf-Astoria, is expected to top 30,000. Engineers and scientists from almost every country outside the Iron Curtain will congregate to listen to technical papers and to view the $10 million worth of electronic apparatus at the Grand Central Palace.

Television again will be a major field of discussion, with technical sessions on various phases of the subject scheduled Monday afternoon and Tuesday morning and symposia on TV broadcasting for Wednesday morning and afternoon. A two-part seminar on acoustics for the radio engineer also will be held on Wednesday. Other technical sessions will cover all angles of electronic science, ranging from transistors and nucleonics and the use of electronics in medicine and military communications to new radio and TV receivers.

Brig. Gen. David Sarnoff, board chairman of RCA, will make the major address of the four-day meeting, speaking on "Electronics and the Engineers" at the banquet Wednesday evening, when he will be presented with the first 'Founders' award of IRE. The award will be given to Gen. Sarnoff "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

The Institute's Medal of Honor award will go to John M. Muller, Naval Research Laboratory, for his pioneering in scientific and engineering contributions.

The nine surviving radio pioneers who founded IRE in 1912 will be honored at the convention's opening session at 10:30 this morning (Monday), with IRE president James W. McRae, Bell Telephone Labs. vice president, presiding. Featured speaker at this session will be William R. Hewlett, vice president of Hewlett Packard Co.

Arkansas Broadcasters Elect Officers at Meet

WILLIAM V. HUTT, KLRA Little Rock, was elected president of the Arkansas Broadcasters Assn. at its fifth annual meeting in Little Rock March 15-16. W. N. McKinney, KELD El Dorado, is the new vice president, and Ted Wood, KOSE Osceola, secretary-treasurer.

Board members include Storm Whaley, retiring president, KUOA Siloam Springs; Messrs. Hutt, McKinney and Wood; Sam Anderson, KFFA Helena; Ted Rand, KDRS Paragould; Julian Hass, KAGH Crossett; Bill Fogg, KXJK Forrest City, and Harold Sudbury, KLCN Blytheville.

The group passed resolutions (1) petitioning FCC reinstatement of the operator rule, contested by International Brotherhood of Electrical Workers (AFL) [B•T March 16]; (2) requesting FCC to extend its June 2 deadline for claiming assigned educational television channels, and (3) questioning "the trend" toward monthly fees for records on the part of record distributors, urging them to "consider policy formation" in the light of broadcasters' objections.

NARTB Denies IBEW Operator Rule Claims

NARTB fought back last week at the attempt of IBEW to halt the FCC's revised rules covering use of restricted operators and remote operation of transmitters.

The association was set back on its heels a fortnight ago [B•T, March 9] when FCC heeded IBEW's request to hold up the revised rules. The union asked that the rules be rescinded or that a hearing be held.

Two key arguments were cited by NARTB in a petition filed Monday with FCC: (1) the association claims IBEW violated FCC rules by failing to serve it with notice of the petition; (2) NARTB says IBEW failed to support its claims.

Much of the IBEW petition was based on the contention that the Conelrad civil defense plan (using two broadcast frequencies for information in case of enemy attack) would be crippled by the rule allowing remote operation of transmitters of 10 kw or less.

Remote Control

NARTB pointed out the government is making extensive use of remote control devices for civil defense communication. Answering the charge that subversives could be more effective at unattended transmitters, NARTB claims the opposite would be the case because such transmitters could be shut off from a remote point.

The FCC has found "operating" does not require a skilled engineer, according to NARTB, and the simple duties in standing watch can be performed with a restricted operation. The association denies revised rules will reduce the supply of skilled technicians, but concedes there may be some displacement of personnel from remote operation.

No. 2 of a Series

Anonymous People who add up to well-known Buying Power in the area of

WCCO-TV

Photo . . . Ralph Hobbs, Jr. . . . Mpls.

Do Postmen Send in Box Tops?

Betty Alfson, in charge of the mail room at WCCO-TV, says they *must* . . . if her desk each morning is any criterion.

Even tho thousands of televiewers in the Twin City Zone can and do 'phone . . . the box top fans, including letter carriers, find the mailman necessary in their contest or other aspirations.

Best explanation for our large mail response is this fact: With 100,000 watts—maximum power allowed on Channel 4—WCCO-TV has enlarged its regular Service area to include more towns with more buying power.

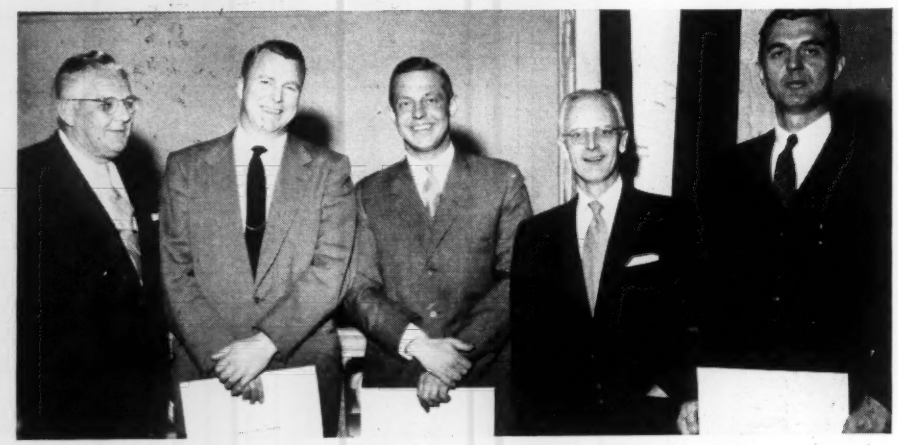
WCCO
CBS

100,000 WATTS TV Channel 4

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw...
For dominant coverage of the Northwest Market



AWARDS which were given by American Public Relations Assn. honored radio-TV organizations and related interests. Among those at presentation ceremonies in Washington were (l to r): Ken Carter, WAAM (TV) Baltimore, originating station of *Johns Hopkins Science Review* on DuMont; A. W. Halverson, manager of community relations, General Electric Co., Appliance Div.; William Eiman, Smith, Kline & French Labs., which sponsored medical convention telecasts to 75,000 doctors and the public via TV; Lynn Poole, Johns Hopkins U. public relations director and creator-producer of *Science Review*, silver anvil trophy; Arthur H. Schroeder, attorney, accepting for WHAS-AM-TV Louisville, for audience participation.

NTFC to Meet Thursday

SIGNIFICANT facets of television engineering as they apply to films on television will be discussed by a panel of engineers and scientists in the film field at a luncheon meeting of the National Television Film Council in New York Thursday.

The meeting is the third in a series scheduled for 1953 by the council on the overall subject of "Engineers, Electronics and Techniques." Speakers will be scheduled from 11 a.m. through 2 p.m.

Among the participants will be Dr. Alfred N. Goldsmith, RCA consultant; E. M. Stifle, Eastman Kodak Co.; E. Schmidt Reeves, Reeves Sound Studios; John Stott, Tri-Art Color Corp.; Dr. Peter C. Goldmark, CBS Labs.; C. Graydon Lloyd, General Electric Co., and Frank Marx, ABC.

Coast AAAA Chapter Meet

MONTHLY forum meeting of the Northern California Chapter of American Assn. of Adv. Agencies, to be held Wednesday at the St. Francis Hotel, San Francisco, is a panel devoted to advertisers. Representing advertisers are Robert Hill, advertising manager, Columbia-Geneva Div., U. S. Steel Corp., and Stanley E. Plumb, advertising-merchandising manager, Cling Peach Advisory Board. Franklin C. Wheeler, president, Brisacher, Wheeler & Staff Inc., and Clarence Hestorff, vice president, McCann-Erickson Inc., both San Francisco, represent AAAA.

New 4A Office in L. A.

PERMANENT offices have been established by the Southern California chapter of the American Assn. of Advertising Agencies in the Los Angeles Advertising Club headquarters at Statler Center, 900 Wilshire Blvd., L. A., telephone, Madison 9-1028. It is the first such office for any AAAA chapter outside of the New York headquarters.

FM Campaign in S. C.

FM AUDIENCE and sales promotion campaign will be staged in South Carolina by NARTB and Radio-Television Mfrs. Assn. during the six-week period starting April 6. It will be the eighth FM drive conducted jointly by the two associations in cooperation with dealers, distributors and stations. The campaign grew out of a resolution adopted at a recent meeting of the South Carolina Radio & Television Broadcasters Assn., of which Walter Brown, WORD WDXY-FM Spartanburg, is president.

Addressing a planning session last week at Greenwood, S. C., John H. Smith Jr., NARTB FM and promotion director, described the formula used successfully in earlier FM promotions. Ken Beachboard, WMRC Greenville, is broadcaster chairman of the campaign. Co-chairmen of the distributors committee are Joe L. Pleasants, Allison-Erwin Co., Charlotte, N. C., and Olyn Crouch, Southern Radio Co., Columbia. Separate FM programming, particularly baseball, will be emphasized. A similar FM promotion campaign will open in Michigan in May.

Charles Wright to Head Mississippi Broadcasters

CHARLES J. WRIGHT JR., WFOR Hattiesburg, was elected president of the Mississippi Broadcasters Assn. at the group's annual convention in Biloxi March 14-15. L. M. Sepaugh, WSLI Jackson, retiring president presided at the meeting.

Other officers: Bob Evans, WELO Tupelo, vice president; Granville Walters, WAML Laurel, secretary-treasurer, and these members of the executive committee: Mr. Sepaugh, R. A. Butterfield, WLOX Biloxi; Monroe Looney, WNAG Grenada; Tech Jones, WLAU Laurel; Lourin Miller, WQBC Vicksburg, and John E. Bell, WCMA Corinth.

Speakers included Richard Doherty, NARTB vice president in charge of employer-employe relations, who spoke on television costs and problems and requirements of wage and hour laws, estimating the minimum expense of operating a video station at $65 per hour.

Epperson's Address

ADDRESS of J. B. Epperson, an associate member of the Assn. of Federal Communications Consulting Engineers, should be changed on page 468 of the 1953 BROADCASTING YEARBOOK, under the heading, "Associate Members of AFCCE," to 1816 East 13th St., Cleveland, Ohio, instead of 1816 East 16th St. Mr. Epperson is chief engineer, Scripps-Howard Radio Inc.

Texas Broadcasters Meet

ANNUAL meeting of the Texas Assn. of Broadcasters was held last Monday in Austin. Featured was an address by Jack Williams, program director of KOY Phoenix, Ariz., on "Radio Programming in a TV Market."

TELEVISION Assn. of Philadelphia meeting attracted this group for its advertising shoptalk: L to r, Paul Phillips, Aitkin-Kynett agency; Harry Trenner, vice president, William Weintraub agency, New York, who discussed the problem of television circulation and costs; Max Solomon, sales executive WFIL-TV Philadelphia, and Arthur Borowsky, TAP head.

* spelled W-K-Y in Oklahoma!

Buchanan-Thomas
ADVERTISING COMPANY

410 • 412 SOUTH 19TH STREET • OMAHA 2, NEBRASKA

January 12, 1953

Mr. R. E. Chapman
Radio Station WKY
Box 8668
Oklahoma City 14, Oklahoma

Dear Bob:

here's why!

It is gratifying to see WKY climbing higher and higher on our list of 60 or 70 stations used for Tidy House premium offers. You are now in the upper half of the list and it's a blue chip list of stations.

We are especially pleased because your progress reflects a steady growth in our distribution and sales in Oklahoma.

A couple of years ago, after unsuccessfully trying various ways of cracking the Oklahoma market, it was often said at our conferences that Oklahoma was impossible.

Then we put the Kitchen Club show on WKY and today everybody is happy. Either we have a wonderful show or WKY is a wonderful station. Let's assume both are true.

Incidentally, we are delighted with the excellent cooperation you have given us in merchandising our schedule and in working with our salesmen. WKY is one of our favorite stations.

Cordially yours,

BUCHANAN-THOMAS ADVERTISING CO.

Adam Reinemund

WKY

AM • 930 KC • NBC
OKLAHOMA CITY

Owned and Operated by **THE OKLAHOMA PUBLISHING CO.** The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY-TV • Represented by **THE KATZ AGENCY**

XUM

ACTION HERE

There's DOUBLE Drama in the way TV's "FAMOUS

You DON'T have to be an oil company to sponsor these great TV films. Lots of other successful advertisers, both small and large, have discovered how drama on the screen brings drama at the cash register. Here are only a few of those who have sponsored "Famous Playhouse" films . . .

Armour & Company
Alka-Seltzer (Miles Laboratories)
American Broadcasting Company
Bankers Trust Company
Blatz Brewing Company
Campbell Soup Company
Canadian Broadcasting Corporation
Chrysler Dealers
Colonial Coffee
Cott Beverage Corporation
Crosley Broadcasting Corporation
Ethyl Corporation
The Gruen Watch Company
General Electric Dealers
Theodore Hamm Brewing Company
Griesedieck Brothers Brewing Company
Kaiser Frazer Dealers
Nash Dealers
Ohio Oil Company
Pepsi-Cola Company
Pontiac Dealers
Procter & Gamble Company
Rainier Brewing Company
Sears, Roebuck & Company
The F & M Schaeffer Brewing Company
Sinclair Refining Company
Snowcrop Marketers, Inc.
Sun Drug Company

Other MCA-TV Advertising Showcases, made expressly for television, include: "The Abbott & Costello Show," George Raft in "I'm the Law,

XUM

BRINGS ACTION HERE

PLAYHOUSE" attracts audiences—and builds sales!

The dramatic appeal of these MCA-TV half-hour films—already sponsored regionally for 91 consecutive weeks by Standard Oil of California as "Chevron Theatre"—continues to create dramatic sales results for this satisfied user of television's most effective Advertising Showcases.

This versatile series, made *expressly for television* in Hollywood with Hollywood name talent, has won many customers for many types of sponsors in many markets. "Famous Playhouse" is flexible to your needs (and budget) . . . as first runs or subsequent runs . . . as a 26- or 52-week feature or a powerful summer replacement . . . as your own-name "Playhouse" in your market—but always as dramatic, forceful entertainment with a family appeal that results in impressive ratings.

For a TV Advertising Showcase that produces *sales action*, investigate these outstanding films. Availability, cost, and audition screenings can be arranged immediately through any MCA-TV office—

another advertising SHOWCASE *from* MCA TV Ltd.

NEW YORK: *598 Madison Avenue—PLaza 9-7500*
CHICAGO: *430 North Michigan Avenue—DElaware 7-1100*
BEVERLY HILLS: *9370 Santa Monica Blvd.—CRestview 6-2001*
SAN FRANCISCO: *105 Montgomery Street—EXbrook 2-8922*
CLEVELAND: *Union Commerce Bldg.—CHerry 1-6010*
DALLAS: *2102 North Akard Street—PROspect 7536*
DETROIT: *1612 Book Tower—WOodward 2-2604*
BOSTON: *45 Newbury Street—COpley 7-5830*
MINNEAPOLIS: *Northwestern Bank Bldg.—LINcoln 7863*

and (now in Production) "City Detective," starring Rod Cameron

IKE NAMES DOERFER TO FCC TO COMPLETE MERRILL TERM

Wisconsin Public Service Commission head nominated in first step toward GOP reorganization. He could become new Chairman after his Senate confirmation, but Hyde is running strong. Doerfer, 48, is lawyer, accountant, economist and is labelled a free enterpriser. He originally was slated for the Federal Power Commission.

PRESIDENT EISENHOWER last Friday broke his official silence on the FCC and moved a notch closer to GOP reorganization of that regulatory agency with the naming of John C. Doerfer, 48, chairman of the Wisconsin Public Service Commission to succeed Eugene H. Merrill, Utah Democrat. Under the appointment, Mr. Doerfer would serve until July 1, 1954. He is mentioned as a possibility for new Chairman.

Mr. Doerfer's appointment came two days after he had conferred at the White House in an unlisted appointment with President Eisenhower and chief presidential assistant, Sherman Adams. He previously had conferred with Wesley Roberts, Republican National Committee Chairman. Mr. Doerfer told B•T that he was pleased with the appointment.

"I am willing to serve and I hope I shall be a credit to the country and to my state of Wisconsin," he said.

Whether Mr. Doerfer will be named Chairman is conjectural. In his telephone conversation from Madison with B•T Mr. Doerfer said he would "just as well not discuss that."

The fact that Mr. Eisenhower did not simultaneously announce the elevation of Rosel H. Hyde to the chairmanship is regarded as possibly significant. Presumably, also, the White House did not consult Mr. Hyde on the Doerfer appointment. It is known, however, that Mr. Hyde recommended the appointment of an attorney to at least one of the posts.

Walker's Tenure

That the White House is having trouble on the termination of the tenure of Democratic Chairman Paul A. Walker, also is apparent. Mr. Walker's present term expires next June 30. But the President can end it by rescinding the executive order issued by President Truman permitting Mr. Walker to serve beyond the retirement age of 70. Mr. Walker conferred with Mr. Adams on March 13, and reportedly was asked to submit his resignation, which he has not done. Replying to reports last Friday that he had already resigned, Mr. Walker said emphatically: "I have not resigned and I have no intention of doing so."

The Doerfer appointment does not necessarily mean that the GOP advocates of a "clean sweep" have won out, although that interpretation is possible. The only opposition to Mr. Hyde's promotion has come from those who have urged a "new broom" to clean out hangover New Dealers and Fair Dealers from the non-technical ranks.

Talk about "drafting" of former Comr. Robert F. Jones to do a quick reorganization job has subsided.

Mr. Doerfer was described by those who have worked with him in the public utility field as a firm believer in free enterprise. He is a student of economic affairs and has an excellent reputation for character and integrity. Mr. Doerfer said he was fully aware of the problems which confronted the FCC. He was instrumental in reorganizing the Wisconsin Commission following his appointment to the chairmanship. That Commission is regarded as one of the strongest state regulatory bodies in the country.

His appointment restores mid-western representation to the FCC. While Mr. Doerfer was named to fill the unexpired portion of the original Jones term, it was expected that he reached an agreement at the White House on appointment for a full seven-year term from 1954.

Under the President's action, Mr. Merrill's term automatically expired with the withdrawal of his nomination. He is a recess appointee, qualified to hold office only until the President declared his intentions.

Mr. Doerfer's nomination was submitted to the Senate and promptly referred to the Interstate & Foreign Commerce Committee. Under customary procedure, the nominee will be called to testify before the committee. His confirmation by the Senate is expected. He would not be eligible for appointment to the chairmanship until he had qualified as a Commissioner. At the Senate committee it was stated that probably a week or 10 days would elapse before a hearing is set.

Mr. Doerfer is a native of Wisconsin. While he said his political status is that of an Independent, he was appointed as a Republican and has actively supported the Republican ticket. He was endorsed for the FCC post by Gov. Kohler of Wisconsin and by Sen. Wiley.

Mr. Doerfer originally was considered for appointment to the Federal Power Commission and until a couple of weeks ago that appointment was believed imminent. There was no official explanation for the sudden switch.

A graduate of the U. of Wisconsin, with a B.A. degree in commerce, and of the U. of Marquette with a J. D. (law degree), Mr. Doerfer engaged in private practice in Milwaukee from 1934 until 1940 when he was elected city attorney of West Allis, a suburb of Milwaukee. He specialized in public utility cases before the Wisconsin Commission and was appointed to that commission as chairman in 1949 by Governor Rennebohm for a six-year term. Between 1928 and 1934 he engaged in accounting practice in West Allis for a number of industrial firms.

Mrs. Doerfer, the former Ida M. Page, was born in Vermont but was raised in Wisconsin. They have two sons, 13 and 15.

Reports had been current that the Administration desired at least one new Commissioner with a public utility background to provide the FCC with experience in that sphere upon the anticipated retirement of Mr. Walker.

With the Doerfer appointment, the political balance of the FCC will be three Republicans (Hyde, Sterling, Doerfer); three Democrats (Walker, Hennock, Bartley) and Webster, Independent. It is believed that on reorganization matters, Mr. Webster would vote with the Republican majority.

Screening Goes Forward

Meanwhile, customary screening of candidates for the one remaining vacancy is going forward. It is known that Mr. Hyde has been investigated recently by the FBI, presumably for the chairmanship. Charles Garland, KOOL Phoenix, general manager, also has been thoroughly investigated, it is reported.

In addition to Mr. Doerfer, among those with a public utility background who have been endorsed are Jerome K. Kuykendall, chairman of the Washington (state) Public Service Commission and William Speare, former AT&T attorney, who has been practicing law in Fremont, Neb.

Many other persons—some well known, others hardly at all—have received some political and industry endorsements for FCC posts. Among these are Lewis Allen Weiss, former chairman of Mutual and of Don Lee, who has native California backing; J. Paull Marshall, 42-year-old attorney and a member of the Maryland Assembly; Lyman Smith, 35-year-old district attorney of Penn Yan, N. Y.; Fred Palmer, midwest radio consultant; Edward J. Scheuffler, Kansas City attorney, and Walter Johnson of Virginia, former FCC attorney now commonwealth's attorney in Northumberland County.

'DELAYING' CHARGE DENIED BY WOPI

POINTING out that its application for Bristol, Tenn., vhf Ch. 5 had been filed five months before the FCC reached that city in its processing line, WOPI last week denied charges of rival WCYB Bristol, Va., that the WOPI application was filed for delaying purposes.

The "not in good faith" charges had been made in a petition filed a fortnight ago by Appalachian Broadcasting Corp. (WCYB) requesting a conditional grant pending the outcome of the comparative hearing [B•T, March 9].

W. A. Wilson, president, general manager and 100% stockholder of WOPI, filed an opposition to the WCYB petition containing affidavits which, he said, would "conclusively

Text of Friday's White House Announcement

March 20, 1953

THE WHITE HOUSE
THE PRESIDENT TODAY SENT TO THE SENATE FOR CONFIRMATION THE NOMINATION OF:

John C. Doerfer, of West Allis, Wisconsin, as member of the Federal Communications Commission, to fill the unexpired portion of the term of Eugene H. Merrill, of Utah, whose nomination was withdrawn today. Mr. Doerfer's term runs until July 1, 1954.

Mr. Merrill holds a recess Commission. His nomination was submitted to the Senate on January 9, 1953.

Mr. Doerfer has been Chairman of the Wisconsin Public Service Commission since July 1949. Mr, Doerfer is 48 years old. He is a graduate of the University of Wisconsin and Marquette University Law School. He was admitted to the Bar of Wisconsin in 1934.

In 1940 he was elected City Attorney of West Allis and was subsequently elected for two additional terms. While City Attorney he handled Public Utility rate cases before the Wisconsin Commission and was appointed to the Commission in 1949 by Governor Rennebohm. He was subsequently elected Chairman by the members.

The Early Birds—circa 1933

Over 7000 Consecutive Performances

The EARLY BIRDS

7:15 to 8 AM DAILY **WFAA-TEXAS**

S.R.O.

WITH 2327 performances *Abie's Irish Rose* set a record continuous run on Broadway.

March 24th *The Early Birds* of WFAA will begin their 24th year — their 7,305th consecutive broadcast of this comedy-variety breakfast show, 45 minutes a day, six days a week until last September when Sunday was added.

Project *The Birds'* performances into audience, multiplied by the immensity of this station's coverage and the high rating of this program (7.1 Pulse Dec.-Jan. '52, only exceeded in this market by WFAA's 8 A.M. newscast) . . . and you've an immense figure.

But no digits reveal *The Birds'* hold upon this large segment of life, nor the inbred morning ritual of clicking on *The Early Birds* and the breakfast coffee pot — except perhaps the sales figures of *The Birds'* sponsors — so convincingly as these advertisers' fixed hold upon their time . . . or the hopeful line in waiting.

SPONSORS SAY . . .

"We are beginning our 4th year with *The Early Birds*. A lot of credit is due them for the increase in our grocery products each year."
MORTON FOODS: O. C. Turner, *Vice Pres.*

"We will soon enter our 5th year on this venerable show. That we've grown to be the Southwest's leading Chevrolet Truck dealer is assuredly due in part to this fine group."
EARL HAYES CHEVROLET CO.: Earl F. Hayes

"While we had to wait three years to get on *The Early Birds* to advertise Aunt Jemima Flour, we have been well pleased with the results."
THE QUAKER OATS CO.:
J. B. Farris, *Mgr.*, Sherman Flour Sales

"The fine manner in which you have so effectively placed our products before the public is a contributing factor in our increased sales."
IRELAND'S CHILI CO.: G. D. Ireland

"We are proud to be the oldest continuous program advertiser on *The Early Birds*. This program has done an outstanding job in the promotion of Mennen's sales in that area."
THE MENNEN CO.: Leonard V. Colson, *Adv. Mgr.*

Hack Berry and Little Willie have emcee'd *The Early Birds* for eight years

WFAA-820
DALLAS
NBC-TQN AFFILIATE

ALEX KEESE, Station Manager • EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • RADIO SERVICE OF THE DALLAS MORNING NEWS

show that the allegations are unwarranted, misleading, unfair and false." Mr. Wilson is also executive vice president of Tri-Cities Television Corp., now applicant for the disputed channel (See "Amended Application," Actions of the FCC, FOR THE RECORD).

Mr. Wilson said that the "strike" charges of Mr. Smith are "completely at variance with my record of pioneering AM, FM and television in Bristol."

In deferring the filing of his application until four and one-half months after the WCYB bid, Mr. Wilson said he "did so in response to the Commission's oft-repeated request that the filing of applications be postponed pending a final determination of the rule, standards and assignments. My application was on file more than five months prior to the time the Commission reached Bristol in its processing line."

To the charge that WOPI deliberately misrepresented the facts as to its financial ability to construct the proposed station, he pointed to the WOPI application, which "showed an estimated cost of construction of $318,756, to be financed by $200,000 in new capital, deferred credit of $200,000 and $36,361.79 in existing capital. The sum of $36,361.79 was the difference between WOPI's net worth of $116,361.79 and the sum of $80,000 by which the current assets would be reduced upon acquisition by the corporation of 95½ shares of stock then owned by C. J. Harkrader." The $200,000 new capital, he stated, "was to be supplied by C. P. Edwards Jr.," and the $200,000 in deferred payments was "an estimate of the balance due on the usual equipment contracts for installment purchases calling for one-third down payment."

Three Hours With Ike

COMPLETE silence was maintained by the usually ebullient Earl H. Gammons, CBS Washington vice president, after he had played 18 holes with fellow club member Dwight D. Eisenhower at Burning Tree in suburban Washington, March 14. Mr. Gammons did reveal that he shot an 86 but could not recall the President's score. He did mumble something about "collecting" after the match. Others in the foursome were James Black, Washington representative of Republic Steel, General Ike's partner, and Charles Murchison, attorney. The president suffered from a cold and was described as off his usual game.

The WOPI president stated that "the omission of reference to the bankruptcy proceeding was an unintended inadvertence." He said that the Commission has long since been fully informed of the bankruptcy proceedings.

Mr. Wilson defended his activities connected with Tri-Cities Television Corporation, which the WCYB petition claimed proved that the WOPI application was kept on file for the "sole purpose of preventing a grant to WCYB." The WOPI application stated that in the event of a grant, "there would be two stockholders in WOPI-TV, C. P. Edwards Jr. of Kingsport, Tenn. and myself," each of whom would own 50% of the stock.

Concerning the allegation by Mr. Smith that Mr. Wilson "abused Commission procedures" on two different occasions, the affidavit filed in reply last week stated that "I have never sought to misuse the Commission's procedures in pursuit of my own interest in any manner or form." He replied categorically to the two instances cited: (1) Regarding the request "for emergency authorization to utilize operators with restricted licenses for a period of 90 days, my engineering staff was about to be reduced to two persons through a notice of resignation given me by an employe and substitute first-call operators were not available to my knowledge."

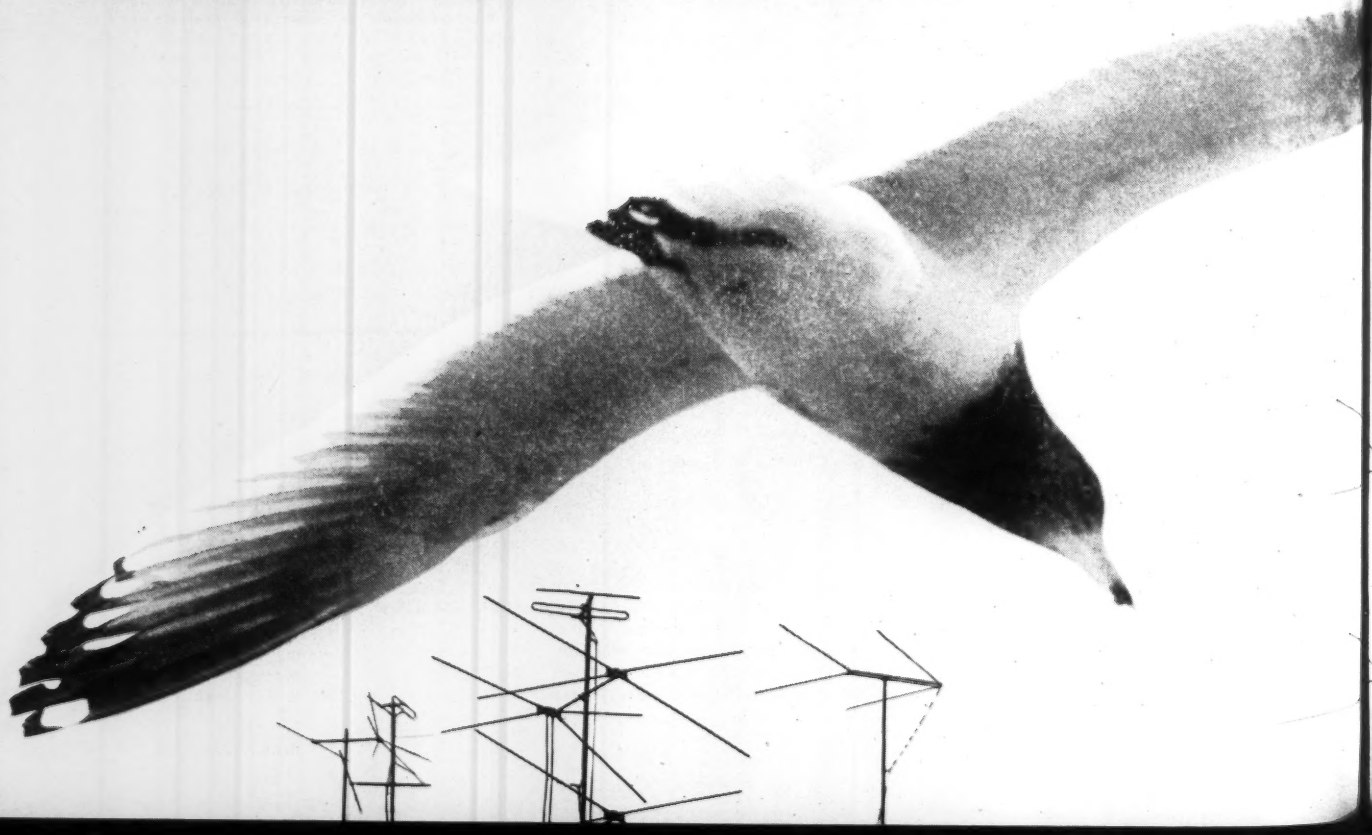
In the second instance, Mr. Wilson stated that he does "not recall the alleged circumstances described by Smith with relation to dismissal of the WOPI application for 550 kc in 1946. I have examined my files and have not found a copy of the alleged letter to which reference is made. I affirm that I have never filed an application with the FCC other than in good faith with the purpose of having the application granted."

Theatre TV Rebuts AT&T Opposition to Carrier Request

THEATRE TV interests rebutted AT&T opposition to their request for permission to establish a limited common carrier for theatre TV transmissions [B•T, March 2] in a reply filed with the FCC last week.

In answer, theatre TV proponents claimed their proposals would not be preferential, and that they were prepared to go ahead on the original request for exclusive theatre TV frequencies. They emphasized that it was essential for FCC to declare officially that AT&T must interconnect with any common carrier set up to furnish theatre TV service.

Wingspread: 235,000 watts



'PARTY IN INTEREST' QUESTION MAY CHALLENGE PROTEST RIGHTS

FCC and Justice Dept. apparently do not agree as to what constitutes an interested party. Question comes up in case involving WGRD and Versluis. Attorney General wants more time for study.

FATEFUL interpretation of what constitutes a "party in interest"—which might open wide the right of protesting FCC broadcast station grants—appeared in the making last week.

Oral argument in the U. S. Court of Appeals in Washington on the case of WGRD Grand Rapids vs. Versluis Radio & Television Co. was postponed to March 30 after the Dept. of Justice said the Attorney General wanted to consider more carefully what its position should be. The case originally was scheduled to be argued March 19.

Intimations were that the FCC and the Justice Dept. did not see eye-to-eye on what constitutes an interested party.

WGRD Protest Dismissed

The Commission had already turned down WGRD, when it protested a uhf Ch. 35 grant to the Versluis applicant in Muskegon, Mich. The dismissal of the protest was based on the ground that WGRD had no standing as a "party in interest."

WGRD appealed the dismissal to the Court of Appeals, averring that the economic hurt it might suffer from the Muskegon TV grantee was sufficient to give it standing. One of its allegations was that the Versluis TV operation covers both Muskegon and Grand Rapids. WGRD also alleged that Versluis, which also owns WLAV-AM-FM in Grand Rapids, would offer combination AM-FM-TV rates, to the financial detriment of WGRD. According to the historic Sanders case this gives it standing, WGRD claimed.

A plea for a stay order was turned down earlier this month by the Court of Appeals, although it asked that the status quo be maintained [B•T, March 9].

Liberal Attitude Seen

Uncertainty regarding the Justice Dept.'s position was pronounced at the FCC after the postponement request. A more liberal attitude toward interpreting the "parties in interest" clause of the Communications Act was seen in the making. To some observers, this seemed to follow the Justice Dept.'s position in the Transit Riders Inc. case, now before the same Court of Appeals. In that case—in which a group of citizens opposed to transitcasting on Washington buses and streetcars are appealing the dismissal of their protest to the FCC against the license renewal of local transit station WWDC-FM—the Justice Dept. approved the contention that Transit Riders was entitled to be considered a "party in interest." The FCC argued the opposite.

Music Broadcasting Co., licensee of WGRD, first opposed the TV grant to Versluis on the ground that Leonard A. Versluis, president and owner of the company bearing his name, (1) was trafficking in licenses, (2) showed financial discrepancies, and (3) proposed a transmitter site too near Grand Rapids to make the station a Muskegon station. This request for a hearing on the Versluis application was denied by the FCC [B•T, Dec. 29, Sept. 22, 1952].

The reference to trafficking in licenses was based, WGRD said, on the fact that Mr. Versluis sold WLAV-TV Grand Rapids to WOOD there and made a $1 million "profit."

Uses Same Objections

Following the grant to Mr. Versluis of his Muskegon application, WGRD protested, using the same objections. The Commission dismissed this early last month, on the ground that the Grand Rapids station had no standing [B•T, Feb. 9]. Comr. Frieda B. Hennock dissented.

WGRD then appealed to the Court of Appeals against the dismissal of its protest, citing the possible economic injury which it might suffer [B•T, March 2].

Music Broadcasting Co. is an applicant for uhf Ch. 23 in Grand Rapids. It is opposed by W. S. Butterfield Theatres Inc.

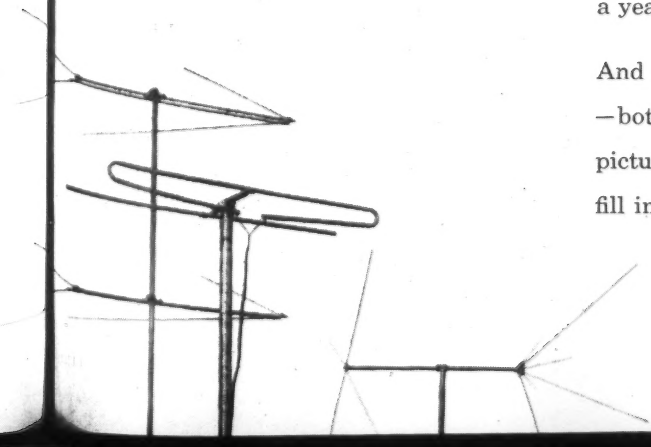
WLAV-TV was sold to the Harry Bitner interests in 1951 for $1,382,086. Station began operating in 1949.

You'll be seeing a lot of this soaring gull. *And so will more than a million Texans.* For it is the symbol of KGUL-TV, which takes to the air today to cover the new Texas Gold Coast.

First high-power TV station in the Southwest, KGUL-TV wings across a great area of six cities (Galveston, Houston, Baytown, Texas City, Freeport, Alvin) and six dozen smaller communities—*combined, the 15th-largest metropolitan area in the U.S.*

Its powerful picture brings into range 1,176,900 people who are among the nation's richest (earning almost $2,000,000,000 a year) and fastest-growing (with 50,000 newcomers in '52).

And when you add KGUL-TV's high-flying showmanship—both CBS Television and Texas-style—it's a sales-powerful picture, too. CBS Television Spot Sales will be happy to fill in the details for you.



Channel 11 in Galveston-Houston **KGUL-TV**

A basic CBS Television Network Affiliate

Represented by CBS Television Spot Sales

WATCH APRIL 6

"Broadcasting"

for...

1600 KEYS

to new profits through

Thesaurus

RCA recorded program services

TMKS® RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

GOVERNMENT

WLEX CHARGES WVLK WITH FALSE CLAIMS

COMPLAINT charging WVLK Lexington, Ky., with "improper conduct" making its operation other than in the public interest, convenience and necessity was filed with FCC Tuesday by WLEX Lexington, which also began court hearings Wednesday charging the competitive outlet with "fraudulent and false" advertising.

Both actions are believed unprecedented. FCC, according to Frank Fletcher, Washington attorney representing WLEX and Central Kentucky Broadcasting Co., licensee, is empowered to revoke a license or call for the station's petition for license renewal, before the normal expiration date. Latter action would permit complaining arguments by WLEX.

The civil action, which continued Friday in Fayette County Circuit Court, was brought a fortnight ago when WLEX gained a temporary restraining order forbidding further use of the advertising material it claims is "fraudulent and false." Court hearings last week involved a plea for a permanent injunction to be followed by introduction of a $55,000 damage suit against WVLK, the amount allegedly lost by WLEX as a result of the advertising and "unfair competition," WLEX said.

Controversy centers on a series of maps used in local newspaper advertisements, a mailing piece and sales brochures, which the plaintiff charges were "calculated" misstatements of fact, and promotion based on a Hooperating report sold to WVLK by C. E. Hooper Inc. Complaint alleges different "yardsticks" were used to compare coverage maps of WVLK and those of the competition, with the comparison "loaded" in favor of WVLK.

Hooperating 'Misused'

The Hooper report was misused, according to testimony Thursday. The standard average rating for 8 a.m. to noon was amplified in a special report, ordered and paid for by WVLK, covering an additional hour, from 7 a.m. until noon, WLEX charges. The WVLK combined average rating for the five hours surveyed, the plaintiff charges, was weighted against combined ratings of the competition for only a four-hour period. This was backed in testimony Thursday afternoon by J. D. Horton, WVLK general manager, called as an "adverse" witness by WLEX lawyers.

Mr. Horton acknowledged correspondence with Hooper officials, who reportedly had cautioned the station management to use the extra data only in local and not in national promotion. The Hooper report involved the October-November 1952 period, and the exchange of letters began in January.

Gilmore Nunn, president of WLAP Lexington, who has no direct interest in the case, substantiated testimony of J. D. Gay Jr., president of the WLEX licensee, adding that the maps were "misleading and apparently calculatingly so."

Mr. Gay's charge that WVLK's coverage maps deliberately "cut down" coverage of other stations in the area was supported by a radio engineer. In a sworn deposition, another engineer reported he had made the coverage maps on a "theoretical" basis, and had told WVLK management not to release or use them in promotion, since they misrepresented the facts.

Understood to be standing by for WVLK testimony was Howard Head, partner in A. D. Ring and Co., Washington consulting engineering firm. Local attorneys are James Park and Frank Trimble for WVLK and William E. Gess for WLEX.

Who says RADIO's dead?

KTUL Broadcast Is a Lot of Wind
CHICAGO DAILY NEWS
WRECKED OFF BAHAMAS
THE DAILY OKLAHOMAN
It's No Tornado, Merely a Recap
Due With Servicemen

● When KTUL's Jack Morris "Takes the Air" . . . People Listen!

● WE DIDN'T MEAN TO STIR UP A TEMPEST . . .
● BUT . . . OUR UNPROMOTED "BROTHERHOOD" BROADCAST SURE GOT A *TORNADIC RESPONSE!*
● WHICH GOES TO SHOW—"WHEREVER YOU GO," THERE'S *RADIO!*
● IN TULSA, THAT'S SPELLED . . . **KTUL!**
● ASK YOUR NEAREST AVERY-KNODEL OFFICE.

The AUDIENCE ACTION STATION

KTUL TULSA

CBS **RADIO** In Eastern Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

THE LATEST WCKY STORY

32 NEWSCASTS DAILY

COMPLETE NEWS EVERY HOUR ON THE HOUR
NEWS HEADLINES ON THE HALF HOUR

WITH THESE TOP NEWSCASTERS

JOHN MURPHY:

News Director of the L. B. Wilson Station; special events broadcaster; nationally known writer on field sports; outdoor editor The Kentucky Post.

FRED HOLT:

Ace newscaster; former school superintendent; municipal judge; educator; writer; public speaker. Now late afternoon and night WCKY newscaster.

DICK WILLIAMS:

Veteran radio news man of nearly two decades; editor, writer and broadcaster. Handles daytime newscasts for WCKY.

PAUL SOMMERKAMP:

Sports editor of WCKY, and general news writer. Official announcer Cincinnati Reds; sports correspondent International News Service; former football and basketball star.

WCKY HAS THE LARGEST LOCAL NEWS ROOM OF ANY CINCINNATI STATION WITH 14 WRITERS, REPORTERS, NEWSCASTERS. IF YOU WANT RESULTS IN CINCINNATI BUY WCKY NEWS

WCKY . . . ON THE AIR EVERYWHERE ● TW[illegible]Y.

XUM

WCKY--CINCINNATI'S TOP NEWS STATION

ADVERTISERS USE NEWS ON WCKY
CINCINNATI'S TOP NEWS STATION
FOR TOP SALES RESULTS.

BAVARIAN BREWING CO:

Mr. William R. Schott, Secretary, says: "For six consecutive years we have bought two newscasts daily on WCKY because the station gives us the audience we want. It sells Bavarian's Beer."

BOND CLOTHES:

Mr. Don Jacob, Manager, Cincinnati Bond Store, wrote the agency, "I made a survey of our people here in the store. . . . I found that 8 out of 10 tune in WCKY. I would recommend using the station." (Note: Bond's now using 3 newscasts daily.)

CINCINNATI LISTENS TO WCKY FIRST FOR NEWS
BECAUSE WCKY IS FIRST WITH THE NEWS.

FIFTY GRAND IN SELLING WATTS

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L.B. Wilson
WCKY
CINCINNATI

TWENTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

HOUSE GROUP SETS COLOR TV PROBE

Rep. Wolverton's House Commerce Committee will hear witnesses beginning Tuesday on color TV status. Senate Commerce group, headed by Sen. Tobey, intends to continue its own color probe.

IS color TV ready, or isn't it? If it is, why is no one making sets?

Answers to these questions are the primary concern of the House Interstate & Foreign Commerce Committee which tomorrow (Tuesday) begins hearings in Washington on the status of color television.

Hearings are scheduled March 24-27, Rep. Charles A. Wolverton (R-N. J.), chairman, said Thursday.

Dates and a list of witnesses quickly followed Rep. Wolverton's announcement March 13 that the committee will investigate the color situation [AT DEADLINE, March 16].

Lead-off witness is to be E. W. Engstrom, RCA Labs. vice president. The next day is reserved for Frank Stanton, CBS president. Scheduled March 26: Richard Hodgson, president, Chromatic Television Labs. (half-owned by Paramount Pictures Corp.); Dr. E. O. Lawrence, U. of California Radiation Lab. director and inventor of the Lawrence tri-color tube which Chromatic Television Labs. is licensed to manufacture; Dr. Allen B. DuMont, president of Allen B. DuMont Labs. On March 27: Dr. W. R. G. Baker, vice president in charge of GE's Electronics Division and chairman National Television System Committee.

After the sessions, the committee on March 30-31 is scheduled to attend color television demonstrations in New York by RCA, CBS and Chromatic Television Labs.

Subsequently, the House committee will ask FCC and National Production Authority officials to appear.

Rep. Wolverton, who represents the 1st Congressional District in New Jersey (Camden), also announced he has asked NPA to rescind its ban (M-90) on mass production of color receivers. This has been under consideration the last few weeks, an NPA spokesman said.

Tobey Investigation

Capitol Hill heat on color TV began two weeks ago when Sen. Edwin C. Johnson (D-Colo.) asked Sen. Charles W. Tobey (R-N. H.) to hold a Senate Commerce Committee hearing on whether a conspiracy exists to hold back manufacture of color receivers until the market is saturated with black-and-white sets [B•T, March 16]. Sen. Tobey agreed to do so.

Sen. Johnson is former chairman and Sen. Tobey present chairman of that Senate committee.

Earlier the Senate group had begun investigating the color question, with inquiries going to FCC and NTSC.

Sen. Johnson last week said he was "pleased" with the House committee's move setting hearings. He added: "All I want is information, and if the House committee gets it, that's all right with me. I think they'll strike pay dirt."

The Colorado senator, who took an active interest in the FCC color hearings in 1949 and 1950, expressed a "strong conviction" polychrome television is "right around the corner." He said his suspicions were aroused at a statement attributed to Dr. Baker saying color TV was not imminent, and another by Dr. Alfred N. Goldsmith, consultant to RCA, and others that RCA and NBC planned to saturate the market first with black and white sets, then color and finally tri-dimensional receivers. Last week, in a letter to the trade publication which carried the original story, Dr. Goldsmith denied the statement.

Sen. Johnson said he has "other evidence" he did "not care to talk about."

The Senate committee will continue its study of color TV no matter what the House does, Sen. Tobey told B•T last week. He said he had heard from Dr. Baker, but not from FCC. "They're a little late aren't they?" he said.

Sen. Tobey said he was not satisfied with Dr. Baker's answer to his letter Feb. 20. He said he intended to write another letter to the NTSC chairman. "I have some more questions to ask him," he said.

Dr. Baker answered Sen. Tobey's inquiries on color TV March 6. Sen. Tobey had asked whether manufacturers were going to make color receivers for the CBS system or the NTSC system and, if not, why.

NTSC has made "great strides," Dr. Baker replied, but said he would defer a definite answer until results of field tests (which began last week) were studied.

Dr. Baker said he was referring copies of the Senator's letter and his reply to manufacturing members of NTSC, suggesting they give answers.

As far as could be learned, none other than Dr. Baker (for GE) had informed the Senator of plans for manufacture of color receivers.

It was understood Dr. Baker said GE could produce field sequential receivers almost immediately upon demand for them. However, no work has been done in setting up production lines for NTSC sets, he said.

NTSC was established by manufacturers after the 1950 FCC color decision authorizing the CBS-sponsored field sequential method to develop a compatible color system—one that could be received on existing black and white sets in monochrome without an adapter. The CBS system requires an adapter to receive colorcasts in monochrome.

Only direct reply to Sen. Johnson's accusation that a conspiracy exists to retard color TV was from Brig. Gen. David Sarnoff, RCA board chairman. He said RCA would, after the current field tests of the NTSC standards, petition the FCC to substitute the compatible system for the field-sequential method.

Jackson Scores Critics

RADIO and television commentators were not spared last week when Rep. Donald L. Jackson (R-Calif.) lashed out at detractors of Rep. Harold H. Velde (R-Ill.), chairman of the House Un-American Activities Committee.

In his address to the House, Rep. Jackson said in part:

It has become the smart thing for certain newspapers and reporters, radio commentators and television performers to seize upon every opportunity to deride the Congress, to fulminate and fuss over its conduct, to attack personally the motives and methods of its members, and to generally hold up to public ridicule the elected representatives of 150 million Americans.

Rep. Velde most recently has been under attack for allegedly saying that the House Un-American Activities Committee would investigate clergymen. Rep. Jackson read a transcript of the MBS *Reporters Roundup* program on which the alleged statement was made.

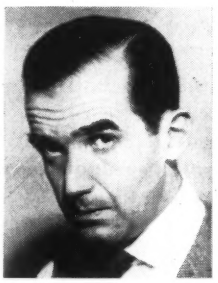
Voice Set-Up Needed, Senate Group Is Told

Dr. Compton, NARTB's Miller, May of Yale and NBC's Montgomery agree that VOA is essential.

CONTINUE the Voice of America, the only means the U. S. has to get behind the Iron Curtain, but revise overseas information policy.

This was the recommendation of Dr. Wilson Compton, former administrator of the International Information Administration; Justin Miller, NARTB chairman and general counsel and member of the U. S. Advisory Commission on Information; Mark A. May, Yale U. professor and chairman of the Advisory Commission, and Robert Montgomery, actor and TV drama producer. They appeared during the last two weeks before a Senate Foreign Relations subcommittee, headed by Sen. Bourke B. Hickenlooper (R-Iowa), which is investigating the overseas information service.

Scheduled to be heard next week are CBS news commentator Edward R. Murrow, former Assistant Secretary of State for Public Affairs Edward W. Barrett, *Saturday Evening Post* editor Ben Hibbs, and U. of Chicago Professo George Probst.



Mr. Murrow

Mr. Miller, appearing Wednesday in Washington, made five recommendations to the group:

(1) The information service should be a permanent operation. (2) It must be set up independent of the State Dept. (3) Liaison with Congress should be accomplished by establishment of a continuing joint Congressional committee. (4) The operation should be an independent agency, with a cabinet-level chief. (5) Operation of the service in foreign countries must be headed by a single person, responsible to the ambassador.

Essential weakness of the Voice, Mr. Miller said, is that it is headquartered in New York, with programs "hatched in the brains of a group of intellectuals . . . trained for service in the State Dept., translated into 40 languages by a group of dispossessed people, and broadcast indiscriminately to all nations."

Seeks Local Emphasis

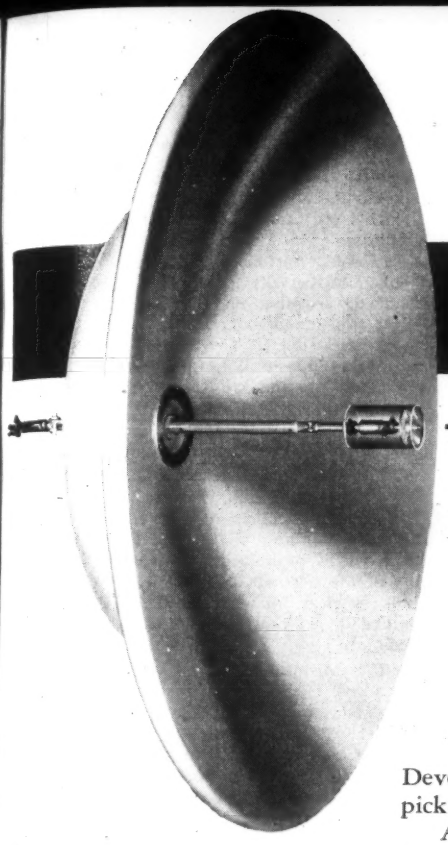
Mr. Miller urged "closest possible collaboration with local people," and use of local facilities (including radio, television, newspapers, magazines, etc.).

Because the Voice is the "only means" for getting behind the Iron Curtain, Mr. Miller suggested transmissions be made from bases in countries near Russia and not by short wave.

Dr. Compton said siting of the Baker West short wave transmitter near Seattle, Wash., was justified.

Abolition of the Voice as it is now organized, with complete replacement of personnel, policies and structure, was advocated by Sen. Robert A. Taft of Ohio, who appeared on CBS-TV's *Man of the Week* March 15.

He asserted it would be his personal recommendation to "fire the whole Voice set up" and start "from scratch." Although he had not made up his mind finally on VOA matters, Mr. Taft said he believed the agency should confine itself to straight presentation of news rather than dissemination of propaganda.



the TOP choice for TV . . .

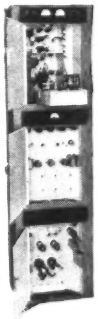
Federal's FTL-27C

MICROWAVE RELAY LINK

. . . the most widely accepted system for the relaying of video signals

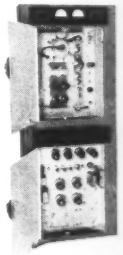
Developed specifically for studio-transmitter links, inter-city relays and remote pick-up service, Federal's FTL-27C provides design features of the highest order.

Among these outstanding features are: Automatic unattended operation . . . immediate on-air operation . . . self-contained test circuits . . . and numerous other facilities for *dependable* operation and *simplified* maintenance.



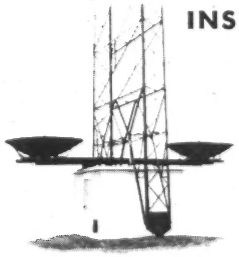
TRANSMITTER

- Direct frequency modulated
- Reflex klystron power oscillator
- 5 watts *minimum* power output
- Crystal controlled
- Built-in wavemeter, r-f power measuring devices and local monitoring facilities
- Internal receiver for off-air monitoring



RECEIVER

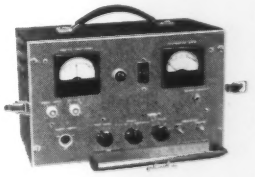
- Single superheterodyne type
- Crystal controlled
- Double tuned preselector
- Wide frequency response
- High signal to noise ratio
- Constant video level over wide range of input signals



INSTALLATION

- Circular parabolic antenna for both receiver and transmitter
- Antenna may be ground-mounted for use with tower-mounted reflectors
- Provides stable klystron operation and simplifies maintenance
- Reduces transmission line costs

SOUND CHANNEL



- Exclusive FTL development
- Allows simultaneous transmission of audio and video over TV link
- Eliminates need for leasing high-quality telephone lines
- Fully self-contained

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Goes Anywhere
Records Anywhere
Plays Back Anywhere

CUB RECORDER

Goes Anywhere
Records Anywhere
Plays Back Anywhere

Be sure to see this

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while attending the

Radio Engineering Show

The recently introduced, widely publicized, completely portable, battery-powered recorder that signals a new era in the exchange of audible human expression.

On display for complete demonstration

HOTEL BARCLAY

Just around the corner from the I.R.E. Show

111 E. 48th Street New York, N. Y.

Morning, Noon or Night

Monday, March 23rd through Thursday, March 26th

MOST USEFUL, FULLY PORTABLE RECORDER FOR A STATION

Record interviews and events aboard ship, train or plane, independent of power lines • Accident and disaster coverage • Public opinion interviews • Man-on-the-street programs • Cross country sporting events • Expeditions and explorations • Police manhunts • Protection recordings on remote broadcasts • On-location interviews with V.I.P.s • Foreign correspondents.

IF YOU MUST MISS THE I.R.E. SHOW, WRITE FOR FURTHER INFORMATION

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Wiley Backs Commercial TV Allocation for Milwaukee

SEN. Alexander Wiley (R-Wis.) has entered a fight for the allocation of more commercial TV channels in Milwaukee by pledging his full support.

Sen. Wiley promised the Mayor's Advisory Council of that city he would do everything he could toward that end and lauded it for its "clear and unequivocal record regarding educational television." The council has gone on record in opposition to the grant of reserved vhf Ch. 10 to the Milwaukee Board of Vocational and Adult Education for educational use.

Enclosing recent correspondence between himself and FCC Chairman Paul A. Walker, Sen. Wiley wrote the council:

"I share your desire for educational and cultural programs, but I believe that they can be provided by commercial stations. Regardless of the ultimate decision by the FCC, one thing is clear and that is that Milwaukee is entitled to get more commercial television immediately."

WISN Milwaukee has asked the Commission to remove Ch. 10 from the educational category and assign it to WISN for commercial purposes. Oral argument was held on the Hearst Corp. station's petition last month [B•T, Feb. 23]. A second commercial TV outlet, WCAN-TV, has been assigned uhf Ch. 25 and hopes to begin operation this summer.

Jarman Submits Measure To Permit Radio-TV on Hill

MOVE to permit radio and television coverage of Congress received another supporter last week when Rep. John Jarman (D-Okla.) introduced H Res 177 to amend Rule 34 of the Rules of the House of Representatives to permit radio and TV reporters to broadcast debates and proceedings of Congress.

The recommendation would specifically set aside necessary portions of the gallery for that purpose. Supervision would continue to be exercised by the House Radio-TV Gallery.

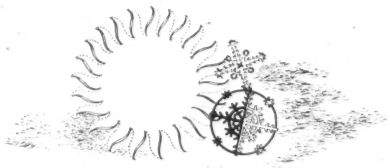
The bill, which was referred to the Rules Committee, would authorize the admittance of one representative each of NBC, ABC, CBS, MBS and DuMont as well as representatives of other broadcasters.

Rep. Jarman's bill is virtually a duplicate of that presented in the 82d Congress by Rep. Jacob K. Javits (R-N. Y.). That was H Res 62, submitted during the first session of the last Congress, also submitted to the Rules Committee where no action was taken. In this Congress, Rep. Javits is the author of HR 2109 to permit radio and television coverage of House committee hearings, and also providing rules of conduct for the protection of witnesses whose appearances are to be broadcast [B•T, Feb. 2].

FCC Approves KOIL Sale

FCC last week granted consent for transfer of control of KOIL Omaha, licensed to Central States Broadcasting Co., in a sale of all 1,000 shares of stock for $189,275 from Stuart Investment Co. to Nebraska Rural Radio Assn. Principals of the transferee, which is licensee of KRVN Lexington, Neb., are Jay A. Person, president; Carl Kjar, vice president, and Max Brown, secretary-treasurer and KRVN manager. The request was filed Dec. 12, 1952 [B•T, Dec. 22, 1952].

from STIFLING CUBAN HEAT

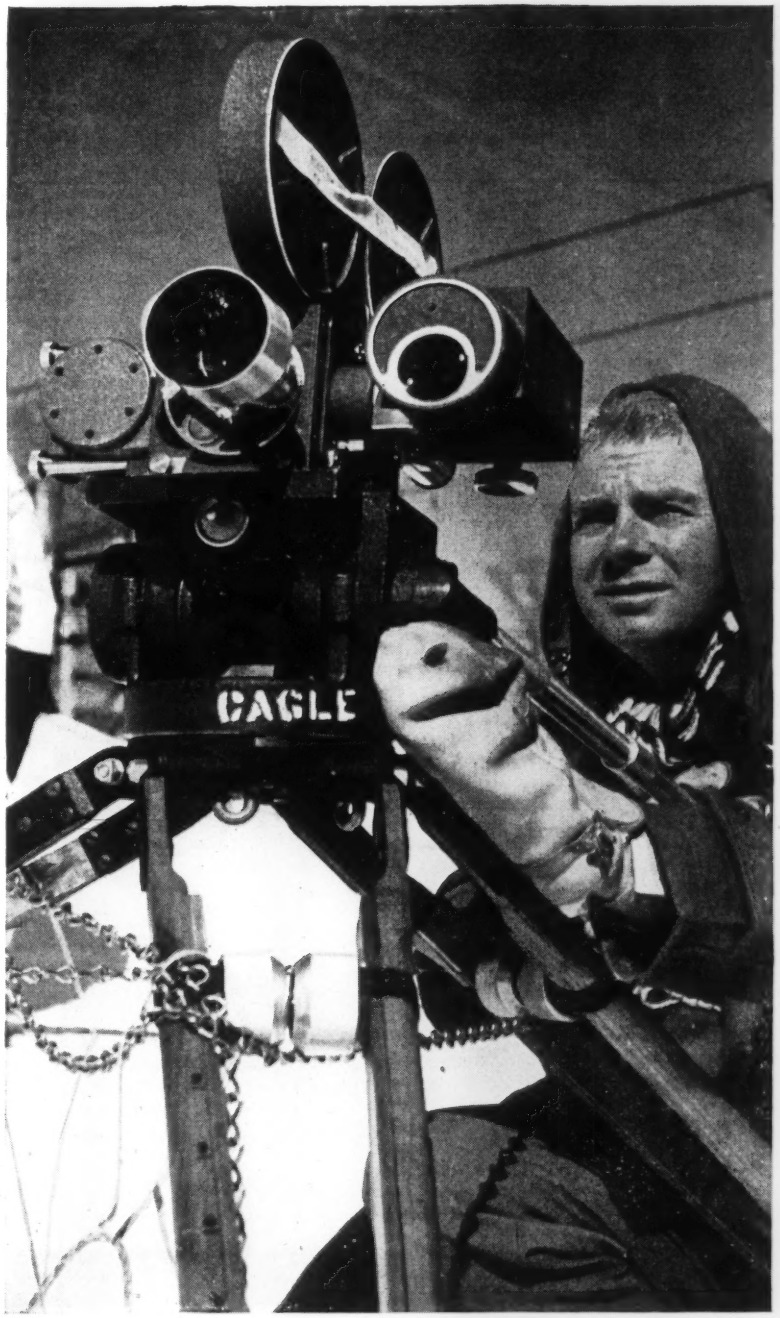


to FRIGID VERMONT COLD....

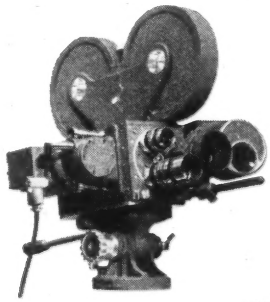
all in one week

"Hot or cold, it's all the same to my Maurer," says Howard Cagle, well-known cinematographer. "From the stifling heat of a Cuban cane field 'burn-off' to a frigid Vermont mountain top one week later — up in the clouds with snow twelve feet deep! Despite the extreme temperatures, my *Maurer* functioned perfectly!"

Top performance under all conditions of light, temperature and humidity — that's what you get with the Maurer "16," choice of the world's top professionals.



Howard Cagle shooting skiing sequence with his Maurer "16," at Bromley, Vt.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

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maurer *means finer motion pictures!*

MERGED SAN DIEGO, LAS VEGAS BIDS ARE APPROVED BY FCC

Granting bids in major markets, FCC authorized four more CPs. Two of them are merger bids by applicants who chose this procedure rather than face comparative hearings.

RATHER than face lengthy and expensive comparative hearings, competing applicants in two more channel disputes worked out merger plans last week and won prompt construction permits from FCC on Thursday. They were for vhf Ch. 10 at San Diego and vhf Ch. 8 at Las Vegas.

Ch. 10 at San Diego was awarded to Airfan Radio Corp., licensee of KFSD there and owned 99%-plus by Thomas E. Sharp. The competing applications of Charles E. Salik, KCBQ San Diego owner, and of T.B.C. Television Co. were dropped less than a fortnight ago. Mr. Sharp, according to an option plan, will sell one-third of his holdings to Mr. Salik, who plans to dispose of KCBQ, and another one-third to T.B.C. Television.

Mr. Sharp would retain a one-third interest in KFSD-AM-TV and continue as president and chief executive officer of the company. It was estimated that the two-thirds interest, including dollar-for-dollar on net quick assets, would amount to between $900,000 and $1 million, or a total evaluation of about $1.5 million on the properties.

At Las Vegas, Ch. 8 was assigned to Las Vegas Television Inc., controlled by principals in KLAS there. A 5% interest in the new grantee has been transferred to Herman M. Greenspun, publisher of the *Las Vegas Sun* and former competing applicant for Ch. 8.

WIND Uhf Channel

Besides the San Diego and Las Vegas grants, FCC also granted uhf Ch. 20 to WIND Chicago, the second uhf authorization this year to the vhf-filled market, and awarded vhf Ch. 11 to KLIX Twin Falls, Ida. Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented in the KLIX action because of a question of interrelated ownership of other AM, FM and TV stations in Southern Idaho.

Last week's four new permits raises the total of post-thaw TV grants to 314 and the total TV authorizations outstanding to 422.

Synopsis of the grants follows:

Las Vegas, Nev. (City priority Group A-2, No. 209)—Las Vegas Television Inc. (KLAS), granted vhf Ch. 8, effective radiated power 31 kw visual and 16.5 kw aural, antenna height above average terrain 810 ft.

Twin Falls, Ida. (Group A-2, No. 303) — Southern Idaho Broadcasting and Television Co. (KLIX), granted vhf Ch. 11, ERP 32 kw visual and 16 kw aural, antenna 520 ft. Chairman Walker and Comr. Hennock dissenting.

Chicago (Group B-2, No. 167) — Johnson-Kennedy Radio Corp. (WIND), granted uhf Ch. 20, ERP 1,000 kw visual and 500 kw aural, antenna 570 ft. Subject to condition that H. Leslie Atlass give up his 20% interest and sever all connections with grantee. He is vice president - general manager of CBS - owned WBBM-AM-FM-TV there, and heads CBS Central Division.

San Diego, Calif. (Group B-4, No. 190)—Airfan Radio Corp. (KFSD), granted vhf Ch. 10, ERP 316 kw visual and 180 kw aural, antenna 420 ft.

In other TV actions last week, FCC designated for hearing in Washington on April 20 the following TV applications:

San Juan, P. R.—Seeking Ch. 4, Jose Ramon Quinones (WAPA) and American Colonial Broadcasting Corp. (WKVM).

Chattanooga, Tenn.—Seeking Ch. 3, WDOD Broadcasting Corp. (WDOD) and Mountain City Television Inc. (WAPO).

Portsmouth, Ohio—Seeking Ch. 30, Woodruff Inc. (Edward Lamb) and Brush-Moore Newspapers Inc. (WPAY).

The Commission also granted the application of Allen B. DuMont Labs. for authority to deliver teletranscriptions or kinescope recordings of programs telecast in the U. S. on DuMont-owned stations to XELD-TV Matamoros, Mexico-Brownsville, Tex.

FCC dismissed as moot a petition filed in mid-January by WLAN Lancaster, Pa., requesting reconsideration of the Commission's power-boost grants to NBC-owned WNBT (TV) New York and WNBW (TV) Washington, both on Ch. 4. FCC noted it already has made the grants conditional upon the outcome of an appeal by WLAN to the courts respecting the Commission's switch of WGAL-TV Lancaster from Ch. 4 to Ch. 8. FCC has ordered a comparative hearing between WLAN and WGAL-TV respecting Ch. 8, but the proceeding has been continued without date.

In the San Diego Ch. 10 case, all three applicants involved in the merger proposal have been seeking a TV outlet there for more than five years. Mr. Sharp's KFSD, Mr. Salik's KCBQ and T.B.C. Television all were parties to a comparative hearing virtually completed in 1948 but caught by the freeze imposed by the Commission on Sept. 30 of that year. In lifting the freeze on April 14, 1952, FCC dissolved all pre-freeze hearings and required new applications to be filed by everyone.

Mr. Sharp, in Washington last Thursday when the Ch. 10 grant was announced, said the agreement to merge the applications had been reached only 10 days before. He pointed out that the consolidation is designed to give San Diego its second "domestic" television service as expeditiously as possible. It rendered unnecessary the holding of a protracted hearing, he noted, which might have delayed a new service on Ch. 10 for several years.

Now operating in San Diego is KFMB-TV on vhf Ch. 8. Just across the Southern California border at Tiajuana, Mexico, is XETV (TV), newly commenced operating on vhf Ch. 6 and claiming coverage of San Diego and the lower California market.

XETV (TV)'s proposal to program parttime from San Diego has met with formal protest to FCC from KFSD and T.B.C. Television [B•T, March 9]. Alvin George Flanagan, one-time KFMB-TV employe, proposes to package programs in San Diego for XETV and has solicited FCC consent [B•T, Jan. 26].

KFMB-AM-TV has been sold by John A. Kennedy for $3.15 million to Wrather-Alvarez Broadcasting Co., owned equally by Mrs. Helen Alvarez and J. D. Wrather Jr., owners of KOTV (TV) Tulsa and applicants for vhf Ch. 11 at Little Rock [B•T, March 2, Feb. 2]. KFMB is San Diego's CBS outlet.

KFSD Ownership

At present, KFSD-AM-TV is owned 99.55% by Mr. Sharp. Amy Dickson, with KFSD since 1929, is secretary-treasurer and 0.25% owner. A. C. Blecksmith, vice president and assistant secretary, is 0.1% owner. John C. Merino, chief engineer since 1946 and station manager since 1948, is also 0.1% owner.

KFSD is an NBC outlet, assigned 5 kw directional on 600 kc. Paul A. Raymer Co. is national representative. Raymer also is expected to represent KFSD-TV.

Airfan Radio Corp. has issued an outstanding 4,004 shares of common stock, of which 3,990 shares are owned by Mr. Sharp. Following consummation of the merger plan, Mr. Sharp will sell 1,330 shares to Mr. Salik and 1,330 shares to T.B.C. Television. Latter is comprised of some 30 stockholders.

Price for the stock will be $162.18 per share, according to the amended KFSD-TV application, plus an amount per share equal to liquid assets divided by 4,004.

Prior to exercising his option, Mr. Salik plans to dispose of KCBQ, which he individually owns. KCBQ, and ABC affiliate, is assigned 1170 kc with 5 kw day and 1 kw night, directional night.

Following the transfer of 5% interest to competitor Greenspun, Las Vegas Television is now owned as follows: R. G. Jolley, president and 16-2/3%; Frederick G. Stoye, treasurer and 8-1/3%; Las Vegas Broadcasters (KLAS), 25%, and Mr. Greenspun, 5%. Remaining 45% interest is divided among 15 local dealers. Mr. Jolley is president and two-

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7 YEARS
Marker Motors Have Used
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Perfect reproduction — that's the reason why more and more engineers today demand Soundcraft Professional Recording Tape.

Soundcraft is the only professional tape that is Micro-Polished. The only tape that is polished, buffed and re-polished by a special process to produce a surface that is mirror-smooth, completely free of even the most minute irregularity. The results of Micro-Polishing are apparent to any sound engineer:

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Soundcraft Professional Recording Tape incorporates all the features developed by Soundcraft research engineers during the last two years: **pre-coating** to insure better adhesion, prevent curling and cupping — **dry lubrication** to eliminate squeals. The 7" reel has the $2\frac{3}{4}$" hub, eliminating torque problems and resulting in better timing. All this, plus a splice-free guarantee on all 1200′ and 2500′ reels.

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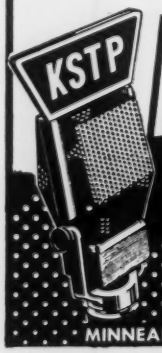

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50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED BY EDWARD PETRY and COMPANY
MINNEAPOLIS, ST. PAUL

thirds owner of KLAS while Mr. Stoye is general manager and one-third owner of KLAS.

FCC conditioned the grant of uhf Ch. 20 to WIND upon H. Leslie Atlass giving up all connection with the station, as proposed in the application. His brother, Ralph Atlass, is president, treasurer and general manager of WIND, but holds no stock interest. H. Leslie Atlass Jr. is WIND program director.

Besides H. Leslie Atlass Sr.'s 20% holding, WIND is owned 39% by Commercial Manager John T. Carey and chewing gum manufacturer P. K. Wrigley and 42% by the *Chicago Daily News*, a Knight newspaper interest.

The earlier uhf grant to Chicago was the assignment of Ch. 26 to WHFC there, owned chiefly by Rep. Richard W. Hoffman (R-Ill.) [B•T, Jan. 12].

Southern Idaho Broadcasting, licensee of KLIX and new permittee for Ch. 11 at Twin Falls, is identified with the ownership of new TV stations KGEM-TV Boise (Ch. 9), KIFI-TV Idaho Falls (Ch. 11) and KWIK-TV Pocatello (Ch. 10) as well as their affiliated AM stations and other AM outlets in Idaho and other areas.

Principals in Southern Idaho Broadcasting include: President Frank C. Carman, (12.5%), 25% owner KUTA Salt Lake City and KGEM-AM-TV, 12.5% owner of KIFI and KWIK-AM-TV, and 16.75% owner KOPR Butte, Mont.; Vice President Frank C. McIntyre, KLIX manager; Treasurer James M. Brady, president-general manager of KIFI-AM-TV and 20% owner of J. Robb Brady Trust Co., which is 50% owner of Southern Idaho Broadcasting; David G. Smith (12.5%), 25% owner of KUTA and KGEM-AM-TV; and Grant R. Wrathall (12.5%), consulting engineer, 25% owner of KUTA and KGEM-AM-TV, owner of KPOO San Francisco, 12.5% owner of KLIX-AM-TV, KIFI-AM and KWIK-AM-TV, 16.5% owner of KOPR and 29.8% owner of KULE Ephrata, Wash. J. Robb Brady Trust Co., in addition to its 50% holding in KLIX-AM-TV, owns 83% of KIFI-TV and 43% of KWIK-AM-TV and KIFI-AM.

FCC Grants Five AM CPs, Four Facilities Changes

FCC last Thursday granted construction permits for five new AM stations and four facilities changes to four existing stations.

New AM grants were:

Denver, Colo.—Denver Bcstg. Co. Granted 990 kc, 1 kw daytime; condition.

Tallahassee, Fla.—WASP Inc. Granted 1330 kc, 1 kw daytime; condition.

Monroe, Ga.—Walton Bcstg. Co. Granted 1490 kc, 250 w unlimited; condition program tests not to be authorized until WMOC Covington, Ga., begins program tests on another frequency, and will not be licensed until WMOC is licensed on another frequency. (BP-8625).

Columbia, Miss.—Southwestern Bcstg. Co. of Mississippi. Granted 980 kc, 500 w daytime; engineering conditions.

Charleston, Mo.—South Missouri Bcstg. Co. Granted 1350 kc, 500 w daytime; condition that program tests not begin until KREI Farmington, Mo., has ceased operation on 1350 kc and will not be licensed until KREI is licensed on another frequency.

Facilities changes granted last Thursday were:

WSBB New Smyrna Beach, Fla.—Beach Bcstg. Co. Granted modification of license to increase power (1230 kc) from 100 w to 250 w, unlimited time. Engineering conditions.

WAPF McComb, Miss.—Southwestern Bcstg. Co. of Miss. Granted CP to change transmitter, increase power (1010 kc) from 250 w to 1 kw daytime, and make change in antenna system. Engineering condition.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. Granted CP to change frequency from 1380 kc to 960 kc (1 kw daytime). Enginering condition.

WNEL San Juan, P. R.—Station WNEL Corp. Granted CP to change from 860 kc, 5 kw, DA-1 unlimited, to 850 kc, 10 kw, DA-1 unlimited. Engineering conditions include responsibility for installing filter circuits or other equipment as may be necessary in antenna systems of WNEL and WIPR San Juan and WIAC Santurce and any other nearby stations to minimize spurious radiation as well as to prevent cross-modulation due to excessive radiation from WNEL.

HOUSE GETS NEW BROADCAST BILL

Michigan's Rep. Clardy backs measure to make broadcast licenses permanent and eliminate periodic renewal proceedings.

A FRESHMAN Congressman, who flies his own plane and has had dealings with the FCC to operate his plane's radio for the last 20 years, thinks broadcasters ought to have permanent licenses. Rep. Kit Clardy (R-Mich.), 61, who hails from Lansing, is the man with the idea. Last week he introduced HR 3977 to accomplish that end.

Rep. Clardy's bill would amend Sec. 307 (d) of the Communications Act to place no limitation on the period during which station licenses remain in effect. However, he also recommended amending Sec. 401 of the act to permit the FCC or any "interested person" to seek revocation of a license through civil action in the U. S. District Court for the District of Columbia (Washington).

The amended Sec. 401 would give the Court authority to revoke a license if the licensee: (1) Made false statements, (2) failed to operate in conformance with his license, (3) violated any provision of the Communications Act or any international treaty, or (4) failed to observe any cease and desist order issued by the FCC.

Other portions of Rep. Clardy's bill would amend various provisions of the Act to bring it into conformity with the permanent licensing provisions and the civil suit revocations proceedings recommended.

The bill was referred to the House Commerce Committee.

Aside from Rep. Clardy's experience with the FCC as a holder of an aviation radio license, it is understood that the Michigan Congressman campaigned on a platform to cut down "government bigness." He used the FCC as an example of too much interference with private business, it is understood, and pointed to the short terms of radio licenses as an example of government harassment. He also feels that since railroads and motor carriers get permanent licenses from the Interstate Commerce Commission, there is no reason why broadcasters should not have this stability.

A successful attorney, Rep. Clardy has practiced before the Interstate Commerce Commission on behalf of motor carrier clients.

'Judge, Jury, Executioner'

He believes the FCC should not be "investigator, witness, persecutor, judge, jury and executioner." He was referring, it was obvious, to the Richards case, the protracted renewal proceedings for the three Goodwill Stations.

In the broadcasting field, AM and FM licenses run three years. In TV they run for one year. In other radio fields, licenses run longer—aviation, amateur, ship operators, for example, for five years. All must, however, be renewed by the FCC at the end of that time.

Rep. Clardy noted the law now "gives the Commission the power of life and death over these stations. The case of WJR and its sister stations [Richards case] illustrates how that power can be misused at the behest of groups having an ax to grind. The prohibitive cost in the WJR case illustrates what I mean."

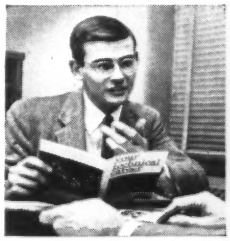
MAN HUNT

Oil Companies Compete for the Class of '53

PURDUE UNIVERSITY. Members of the class of '53 look over list of oil company interviewers who'll visit campus during a single month. Oil company representatives search the nation's colleges for seniors who can qualify for a wide variety of technical and non-technical jobs. To get topflight men and women, each oil company must compete successfully with rival oil companies as well as other industries.

HERE ARE A FEW OF THE HUNDREDS OF COLLEGES WHERE OILMEN SEEK NEW TALENT:

SOUTHERN CALIF. Business major Jim Halverson, son of an oilman, has always wanted a career as an oil company salesman.



CORNELL. Civil engineering major Ron Gebhardt is considering pipeline transport and construction — a vital oil industry branch.

MINNESOTA. Geological engineer Ernest Maki chose job after 7 oil company interviews—sees great opportunities for oil geologists.

M. I. T. Bob Oliver with Doctor of Science, has accepted promising job in research and development for a West Coast Oil Company.

OHIO STATE. Commerce major Mary Uehling is looking for personnel job — will join thousands of young women now in oil industry.

SOUTHERN METHODIST. Korean vet Len Donohoe, electrical engineer, wants to work on electronic gear used in oil exploration.

NOTRE DAME. Interested in labor relations, law senior Bill Roche wants oil company career because he feels industry is stable.

GEORGIA TECH. Basketball captain Pete Silas, a chemical engineer, is talking to 18 oil companies about sales engineering job.

This month, college students throughout the United States are witnessing a fine example of oil company competition at work—right on the college campus.

Representatives of many oil companies, large and small, are now competing for thousands of qualified college seniors to fill a wide variety of jobs ranging from research, production and transportation through refining, sales, accounting and office work.

To the Class of '53, this oil company competition for their services means the opportunity to choose a career in a young and progressive industry. And to America's oil companies, in turn, these young people will bring a fresh supply of topflight talent — talent every oil company is looking for to help keep ahead in the tough competitive struggle for your business.

Today, Americans get the world's finest oil products at the world's lowest prices. This is only possible under a system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

For a free booklet for college and high school students, "Careers in Petroleum," write to Oil Industry Information Committee, American Petroleum Institute, Box 79, 50 West 50th Street, New York 20, N. Y.

Proposed Grant for Ch. 7 Contested by Denver TV Co.

EXCEPTIONS to Examiner James D. Cunningham's initial decision favoring the grant of TV Ch. 7 to KLZ Denver [B•T, Feb. 9] were filed last week by Denver Television Co., the unsuccessful applicant.

FCC counsel also filed exceptions to two findings in the examiner's report, but stated that there was no objection to the conclusions regarding who deserved the grant.

Denver Television's exceptions were based on two major premises: (1) That KLZ is not legally qualified because it violated the Chain Broadcasting Rules, and (2) even if KLZ were qualified, Denver Television would better serve the public interest.

KLZ's violation of the Chain Broadcasting Rules was alleged to have occurred when the Denver station accepted a CBS affiliation contract containing first refusal rights regarding TV affiliation and programs. This provision, Denver Television asserted, forces KLZ to secure CBS permission before it could use programs of any other network for its prospective TV station. Denver Television also claimed that this clause in the affiliation contract, and a revised agreement, violated the two-year limitation on affiliations.

In arguing that it was better qualified than KLZ to receive the Ch. 7 grant, Denver Television took exception to the examiner's findings regarding KLZ principals Messrs. Harry Huffman, Frank H. Ricketson, Theodore R. Gamble and J. Elroy McCaw. The TV firm referred to motion picture theatre practices engaged in by the first three and what it called "lack of candor" on the part of Mr. McCaw.

Among other points, Denver Television claimed that it was in the interest of diversification that it, not KLZ, receive a TV grant. It asked for oral argument. It is believed the Commission will act expeditiously.

The FCC counsel's objections to the examiner's initial decision concerned the Examiner's conclusions that (1) anti-trust violations occurring in the distant past were not significant, and (2) FCC's policy on diversification of the media of communications applied only to newspapers. FCC Counsel Robert J. Rawson argued that all violations must be considered in a comparative hearing, whether they are recent or past. He also claimed that the Commission's diversification policy covered all media, not only newspapers.

The Denver Ch. 7 TV hearing was the first post-freeze comparative bid scheduled by the FCC. Hearing ran Oct. 1 to 17 in Washington.

KMYR Claims New Evidence

NEW evidence regarding the program practices of KOA Denver was the basis on which KMYR Denver last week asked the FCC to reopen the record in the Denver Ch. 4 TV hearing, which closed Feb. 10.

KMYR claimed that a new 45-minute commercial program on KOA, weekdays and Saturdays, offered mail order products "of questionable value," with commercial continuity "generally 10 minutes in length and of a persistent and irritating nature." KMYR said these facts do not jibe with KOA's testimony regarding its program and commercial standards.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ TOTAL WEEKLY AUDIENCE–SAMS 1952

Day . . . 110,861 Night . . . 92,186

and 3-or-more days and nights

Day . . . 92,885 Night . . . 67,743

WDBJ's weekly SAMS-1952 daytime audience is 124% greater than the second stations; and for 3-or-more days, 192% greater. WDBJ's night-time audience is 94% greater, and for 3-or-more nights weekly, 125% greater.

WDBJ's rates average less than 20% more than the second stations.

Compare . . . then call . . . Free & Peters, Inc.!

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AM • 5000 WATTS • 960 KC
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FREE & PETERS, INC., *National Representatives*

Zenith Protests Renewal Of WBBM-TV's License

ZENITH Radio Corp. took another tack in its fight to retain its TV application for Ch. 2 in Chicago [B•T, March 9, Feb. 23] when last week it filed a formal protest at the renewal of the license of WBKB (TV) Chicago (now WBBM-TV). Zenith claimed it was deprived of due process because the renewal was made without a hearing. Protest was opposed by Balaban & Katz, subsidiary of United Paramount Theatres Inc. (now American Broadcasting-Paramount Theatres Inc.), which moved to dismiss on the ground the license renewal was for Ch. 4 and Zenith's interest is for Ch. 2.

Zenith already has asked the Commission to reconsider its decision dismissing its Ch. 2 application and last week's move was toward the same end under a different regulation. Zenith claims it should be given a hearing on its application for Chicago's Ch. 2, pending since 1948. WBKB, which received its renewal on Ch. 4 as part of the Paramount case [B•T, Feb. 14], is scheduled to change to Ch. 2 under the new TV allocations plan. The Commission also granted the transfer of WBKB to CBS for $6 million in the same decision.

Dolph-Pettey Group Adds KGIL, Will Buy KULA

AGREEMENT to purchase control of KGIL San Fernando, Calif., was reported signed last week in Los Angeles by William B. Dolph and Herbert L. Pettey prior to sailing for Honolulu to work out details in their purchase of KULA Honolulu [Closed Circuit, March 16]. The price for KGIL is said to be "under $50,000;" for KULA, around $300,000.

Mr. Dolph is executive vice president of WMT Cedar Rapids. Mr. Pettey, his brother-in-law, as former executive director of WMGM New York. Their associates in the purchase of control in KGIL were not disclosed but it is understood they will be joined by stockholders in KJBS San Francisco and WEMP Milwaukee in the KULA transaction. KGIL is on 1260 kc with 1 kw directional. KULA, an ABC affiliate, is on 690 kc with 10 kw.

The KGIL sale involves the disposition by Faye J. Smalley Jr., president-general manager, of his entire holding of 1,325 shares common voting stock (2,500 shares total issued) and one-half of the 1,450 shares preferred non-voting (11,400 issued) held by Howard P. Gray, vice president-commercial manager. Mr. Smalley is to continue with KGIL as consultant and Mr. Gray is to become general manager.

In the KULA transaction, Jack A. Burnett is expected to continue as general manager under contract with the Dolph-Pettey group. He is 16.26% owner. KULA sellers are reported to include: Alice P. Mayo, Rochester, Minn., 9%; Interstate Broadcasting Corp. (KLO Ogden, Utah), 40.9%; Robert H. Hinckley, AB-PT Washington vice president, 32%. Interstate is owned 62% by A. L. Glassman, KLO general manager, who is president and 12.5% owner of KALL Salt Lake City.

Transit Riders' Appeal

ORAL ARGUMENT before the U. S. Court of Appeals on the appeal of Transit Riders Inc. against FCC's decision that it was not a "party in interest," was postponed indefinitely last week at TRI's request. TRI objected to the license renewal of WWDC-FM Washington, transitcasting station, and lodged its protest after the Commission denied its petition for a hearing [B•T, March 9].

WKJG CHALLENGES WGL 'MONOPOLY'

QUESTIONS of concentration of the media of mass communication on the part of WGL Fort Wayne, Ind., are raised by both WKJG Fort Wayne and the chief of FCC's Broadcast Bureau in proposed findings filed with the Commission in the TV Ch. 33 hearing for that city. The Ch. 33 case was concluded before an examiner in February.

The Broadcast Bureau chief charges that the News Pub. Co., 100% owner of WGL and the morning *News Sentinel* and in control of the business operation of the evening *Journal-Gazette*, "has engaged in flagrantly monopolistic practices in the newspaper field which seriously reflect on its qualifications to hold a broadcast license." "Forced combination" ads and discontinuance of trade promotion arrangements with WOWO and WKJG are cited.

WKJG asserts it is better qualified to receive the TV permit because of greater diversity of ownership and greater integration of ownership, operation and management. WKJG also charges WGL has failed to keep certain local program promises.

WGL defends the merger as a proper economic practice which has occurred in 176 other U. S. cities, with no inter-control or relation of editorial policies or practices.

WGL states that its owners have taken notice of court cases in the field of newspaper control, citing *U.S. vs. The Times Picayune Pub. Co.* (New Orleans), and "will be guided in the reformation of any contracts or changes which may be necessary when they determine what the Supreme Court decides to be the final law."

WGL further argued that on the basis of past performance, integration and experience of ownership, preparation for TV, financial qualification and facilities plans, it is better qualified than competitor WKJG.

WSAZ-TV Asks FCC Removal Of Limit on Zone 1 Antennas

REMOVAL of the 1,000-foot limit on antennas in Zone I (eastern U. S.) is asked of FCC in a petition filed last week by WSAZ-TV Huntington, W. Va., operating on vhf Ch. 3 with 100 kw visual ERP from an antenna 350 ft. above ground and 600 ft. above average terrain.

Asking amendment of Sec. 3.614(b) of FCC's TV rules, WSAZ-TV contends the 1,000 ft. (above average terrain) limitation is an "artificial barrier" and prevents maximum service which the vhf channels could provide.

The TV rule presently limits only vhf stations in Zone I to 1,000 ft. antennas. Uhf stations can use towers up to 2,000 ft. above average terrain in Zone I, the maximum height allowed by the Sixth Report and Order (April 14, 1952) to uhf and vhf alike in Zones II and III.

WSAZ-TV notes that the Sixth Report comments on the Zone I, where cities are closer, indicated the vhf tower limitation is temporary until additional technical information can be obtained. Since the Sixth Report data on this point is now more than two years old, WSAZ-TV feels it is time to review newer information that is available, including that from the six vhf stations operating from atop the Empire State Bldg., 1,445 ft. above average terrain.

The petition observes that throughout the Sixth Report the Commission found it was in the public interest to assign TV stations and permit their operation "to utilize most effectively each television channel in the U. S."

Rack 'em up!

The 11338 mounting assembly occupies only 7 inches of rack space, is fully guttered for wiring and will hold as many as nine preamplifiers.

ALTEC CUSTOM SPEECH INPUT SYSTEMS

Rack mount the miniature Altec plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies to meet your individual speech input needs. These units are extremely small and exceed all broadcast requirements. Of open chassis design for easy servicing, they are supplied with a cover tray and receptacle that permanently mounts in the 11338 mounting assembly. The units slide into the tray, automatically making all connections. Push buttons are provided for tube checking during operation. Frequency response of the A-428B preamplifiers and A-429B line and monitor amplifier is within 1 db from 20—20,000 cycles.

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DIMENSIONS:
A-428B; 1⅝" x 4¾" x 9"
A-429B, P-522B, P-523B; 2⅜" x 4¾" x 9"

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ONLY ONE TV TO BEGIN THIS WEEK

Six new TV stations hope to begin operating by April 1 and another half-dozen plan to be on the air soon afterward, check reveals.

BARRING last-minute developments, only one new television station—KVTV (TV) Sioux City—expects to begin commercial operating within the next week.

Six stations are aiming for April 1, however, and another eight or nine hope to make it soon after.

In addition to those stations reported in B•T which went on the air last week [B•T, March 16], KTTS-TV Springfield, Mo., started commercial operation March 14, G. Pearson Ward, general manager, told B•T. The station is represented by Weed Television and is a CBS-TV and DuMont affiliate. It is on vhf Ch. 10.

KVTV (TV) Sioux City, represented by the Katz Agency, is on the air with a test pattern. It is a CBS-TV affiliate on vhf Ch. 9.

Here are the stations aiming for April 1:

WLEV (TV) Bethlehem, Pa., uhf Ch. 51, a Steinman Station, represented by Robert Meeker Assoc., and an NBC-TV interconnected affiliate.

KCJB-TV Minot, N. D., vhf Ch. 13, represented by Weed Television.

KFDA-TV Amarillo, Tex., vhf Ch. 10, represented by The Branham Co.

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna Inc.

KFDX-TV Wichita Falls, Tex., vhf Ch. 3, represented by the O. L. Taylor Co.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co.

Here are the grantees who expect to get on the air with commercial programming early in April:

WICC-TV Bridgeport, uhf Ch. 43, represented by Adam Young and an ABC-TV affiliate. Target date: April 1 to 15.

WAFB-TV Baton Rouge, La., uhf Ch. 28, represented by Adam Young and affiliated with all four networks. Target date: April 5.

WCOV-TV Montgomery, Ala., uhf Ch. 20, represented by the O. L. Taylor Co. and affiliated with ABC-TV, CBS-TV and DuMont. Target date: April 6.

WHP-TV Harrisburg, Pa., uhf Ch. 55, is represented by The Bolling Co. Target date: April 10.

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television, and an NBC-TV affiliate. Target date: April 12.

WLBC-TV Muncie, Ind., uhf Ch. 49, represented by the Walker Representation Co. in New York and a CBS-TV and DuMont affiliate. Target date: April 15.

WLOK-TV Lima, Ohio, uhf Ch. 73, represented by H-R Reps. Target date: April 15.

WEEU-TV Reading, Pa., uhf Ch. 33, represented by the Headley-Reed Co. and an ABC-TV and NBC-TV affiliate. Target date: April 15.

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc. and an ABC-TV and NBC-TV affiliate. Target date: April 19 to 26.

Five stations which have received new RCA transmitters within the last week expect to go on the air in April and May:

WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, represented by Weed Television. Target date: Early April.

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed and an ABC-TV and NBC-TV affiliate. Target date: April.

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters. Target date: April.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by William G. Rambeau Co. Target date: May 1.

WBKZ-TV Battle Creek, Mich., uhf Ch. 64, an ABC-TV and DuMont affiliate. Target date: May 15.

Transit FM Loss

ABANDONMENT of transit radio in St. Louis as the result of the announcement that KXOK-FM St. Louis will leave the air March 31 [B•T, March 16] brought an enthusiastic reaction from Washington (D. C.) Transit Riders Assn., which has waged a long fight against what it calls "captive audience" service.

Claude N. Palmer, president of the group, said dropping of KXOK-FM's service "shows that a better class of advertisers in St. Louis, as in Washington, is unwilling to browbeat its customers and prospective customers into listening to programs over which they have no control." The association has pending in U. S. Court of Appeals, D. C., a plea for hearing by FCC on merits of transit service.

Frank M. King Dies; Former WMBR President

FRANK M. KING, 63, former president and general and commercial manager of WMBR-AM-FM-TV Jacksonville, Fla., until its sale last December to *The Washington Post*, died Thursday at Jacksonville. He had been in failing health several months.

Born in Houston County, Ga., and a graduate of Mercer U., Macon, in 1934, he organized Florida Broadcasting Co., WMBR licensee, with associates Ed Norton and Glenn Marshall Jr., and served as president until its sale [B•T, Dec. 22, 1952]. The same three associates bought, operated and sold WFOY St. Augustine.

Mr. King was one of the organizers of the Florida Assn. of Broadcasters and a member of its first board of directors, serving as FAB's second president for two terms. He was elected NAB (now NARTB) District 5 director for one term (1941-43), and was named director-at-large for two terms (1943-45). At his death he was president of Distributors Inc., Jacksonville, and was active in several civic projects.

Survivors are his wife, two daughters and four grandchildren.

WPTZ (TV) February Sales

WPTZ (TV) Philadelphia during February set a new sales record with more than $570,000 in new business, Alexander W. Dannenbaum Jr., commercial manager, announced last week. Largest single sale was signing of *Esso Reporter* from 7-7:15 p.m. Mon.-Fri. for Standard Oil Co. of New Jersey through Marschalk & Pratt, New York, starting the first week in April.

WCBS-TV, WNBT RAISE RATE STRUCTURES

UPWARD revisions in the rate structures of the New York key television stations of CBS-TV and NBC-TV were reported by the stations last week.

Craig Lawrence, general manager of WCBS-TV New York, said the station will raise its basic hour Class A rate from $4,000 to $4,500 April 1 when the station's rate card No. 12 becomes effective. He added that most other rates will be increased similarly, with present advertisers protected for six months under rate card No. 11 on schedules started before April 1.

A letter that George R. Dunham, WCBS-TV's general sales manager, is sending notes to advertising agencies and sponsors that the advance in Class A hourly rates represents an increase of 12%. But it points out that since June 1, 1952, when current rates were established, New York's TV set circulation has risen 15%, WCBS-TV's average nighttime audience has increased by 18%, and the station's average daytime audience has gone up 206%.

Participations Only

Increase at NBC's WNBT (TV) New York will apply only to participation programs, according to a spokesman, and will go into effect April 1. The usual six months protection will apply to current advertisers.

On participations, which previously were priced variously, a $275 rate has been set for the following programs: *Morey Amsterdam, Josephine McCarthy, Herb Sheldon, Jinx Falkenburg, Richard Willis, Hollywood Playhouse, Channel 4 Theatre, Bar 4 Ranch,* and *Saturday Stagecoach.* On *11th Hour Theatre,* it will be $350, and on *Ask the Camera,* $400.

The prices are subject to a discount of 2½% for 26 to 51 weeks; 5%, 52 to 155 weeks; 7½%, 156 to 259 weeks, and 10%, 260 weeks or more.

McClelland Named

LEFFERTS A. McCLELLAND, technical director of several NBC-TV programs, has been appointed operations director of WRC-WNBW (TV) Washington, NBC owned stations, by Carleton D. Smith, general manager. Departments reporting to Mr. McClelland include continuity acceptance, staging services, film operations, announcers, traffic, radio recording and all program operations. John McCollom succeeds Mr. McClelland as technical director. Two new salesmen joined WRC-WNBW last week. They are Jack Neff, formerly of WMAL Washington, to the radio sales staff, and William C. Grayson, formerly operations director, to the TV sales staff.

WKRC-TV Power Boost

WKRC-TV Cincinnati, a pre-freeze station, boosted its effective radiated power to 250 kw visual March 14. The station has had its equipment installed since last October, but channel changes by other stations in the area, required under provisions of the FCC's Sixth Report & Order [B•T, April 14], held up the change-over, it was said.

WKRC-TV claims it is now 10 times more powerful. General manager of the vhf Ch. 12 outlet is U. A. Latham.

Schwin Joins WBBM-AM-TV

APPOINTMENT of Newell T. Schwin as executive assistant to H. Leslie Atlass, vice president of CBS and general manager of WBBM-AM-TV Chicago, was announced last Monday.

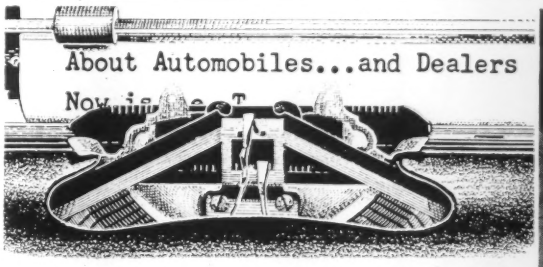
Mr. Schwin, former advertising director of Household Finance Corp., steps into the position vacated by Kenneth Craig, who has assumed general charge of all WBBM-TV operations [AT DEADLINE, March 16]. Mr. Schwin will handle similar responsibilities with the exception of personnel direction, now under Ben Orloff. Stuart Riordan assumes charge of publicity for WBBM-AM-TV with Lee Salberg, former publicist at WBKB, moving into promotion.

'Salemaker' Name Given Northwest Stations Group

SALEMAKER STATIONS is the name selected for the group of Pacific Northwest stations owned by Jessica Longston of Bellingham, Wash., and others. Newest addition to the chain is KRSC Seattle, purchased from J. Elroy McCaw, owner of KELA Centralia. Other radio members of the Salemaker group are KPUG Bellingham, KSEM Moses Lake, both Washington, and KBIO Burley, Idaho.

Under the name of Washington Telecasters Inc., the firm has an application before FCC for TV uhf Ch. 55 in Wenatchee, Wash.

Robert E. Pollock is vice president and general manager of KRSC; Ted Bell is assistant manager.



Governor Warren Presents Special Recommendation from the American Heritage Foundation

The American Heritage Foundation, citing the program of the National Automobile Dealers Association as the most outstanding effort among all Trade Associations in getting out the popular vote, recognizes the importance of the new car dealer to the nation and to his community.

Here was a most effective program of action, offering all who wanted it, free transportation on a non-partisan basis, to vote. National only in its broad organization, here was a purely local program, effective in nearly every American community through the local efforts of individual new car dealers.

New car dealers have long been identified as "local, independent merchants and business men" and "community leaders". Here is recognition for unselfish contribution in support of Democracy. Here is a true picture of "Mr. Mobility" at work at home.

Representative of 35,000 new car dealers, the National Automobile Dealers Association is proud to receive, for them, the award of the American Heritage Foundation.

One of a series from the National Automobile Dealers Association—Any material contained herein may be reproduced without permission.

for further information or research material on New Car Dealers, write or phone:

DIRECTOR OF PUBLIC RELATIONS, NADA

1026 17TH STREET, N.W. WASHINGTON 6, D. C. REPUBLIC 7-6946

Church to Head WTVN (TV); McGough Keeps Manager Post

KENNETH CHURCH, commercial manager of WKRC-AM-FM Cincinnati and national sales manager of WKRC-TV, will be executive vice president of WTVN (TV) Columbus and will make top policy decisions for the station, purchased from Edward Lamb for $1.5 million by the Taft family interests [B•T, March 2].

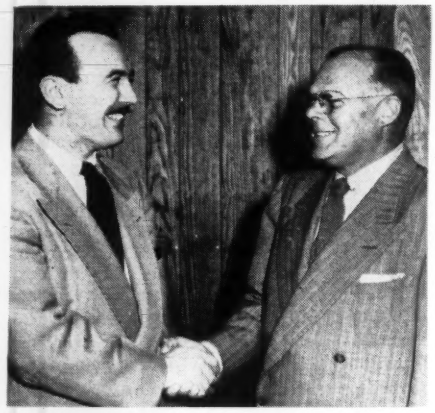
This announcement was made last week with final consummation of the WTVN (TV) sale from Picture Waves Inc., owned by Edward Lamb and family, to WTVN Inc., recently incorporated company wholly owned by Radio Cincinnati Inc., Taft family corporation which operates WKRC-AM-FM-TV Cincinnati. Mr. Lamb, who retains two TV stations, three AM stations and a newspaper, had operated WTVN since 1949.

J. W. McGough, WTVN general manager, will continue in his present capacity, according to a release from the Taft corporation, which confirmed an earlier report the new management will retain the existing staff.

Transaction Principals

FCC had approved the WTVN sale Feb. 25. Principals handling the transaction included Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc. and president of WTVN Inc., and Robert Taft Jr., attorney for the Taft interests, with Mr. Lamb and Frank C. Oswald representing the selling interests.

The new WTVN ownership said it intends to institute immediately plans to increase the outlet's effective radiated power to 100 kw pursuant to authority previously given by FCC for the boost. Only the physical assets of WTVN, including transmitter and antenna atop the LeVeque Lincoln Tower Bldg. and the recently completed TV center at 753 Harmon Ave., were purchased, the announcement said.



WTVN (TV) Columbus General Manager J. W. McGough (l) welcomes Kenneth Church, new executive vice president and chief policy-maker of the station, bought by the Taft family interests for $1.5 million from Edward Lamb.

* * *

The new management said it intends to make WTVN "an integral part" of Columbus life and activities, expand the programming day to include "all normal waking hours," increase use of network programs, build high calibre local programs and program staff and make them available to affiliated stations, expand public service activities, make WTVN "the outstanding sports station of the region" and develop "fullest possible" news coverage.

Sholis Offers Checklist To Advertiser Buying Time

CHECKLIST of factors an advertiser should consider in buying time on radio and TV stations was recommended by Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville in an address to the Advertisers Club of Cincinnati March 11.

Mr. Sholis attacked "fantastically expensive research" on ratings of programs, which he said has warped perspective about radio, and on radio coverage, which he declared has been "misrepresented" and "misused."

Mr. Sholis' checklist of factors an advertiser should look into thoroughly before buying time on a station are: (1) buying potential of its market or coverage area; (2) its physical and personnel facilities; (3) quality of its local and network programming and its activities in the public interest; (4) its stature in the community; (5) its standards of business practice, including its rate card ethics; (6) its records of sales results, and (7) integrity of its management.

Describing a study on radio presently being conducted by Alfred Politz and being underwritten by WHAS and six other stations, Mr. Sholis said the study will measure radio "in a new dimension." Other stations backing the study are WBEN Buffalo, WGAR Cleveland, WJR Detroit, WDAF Kansas City, WTMJ Milwaukee and WGY Schenectady.

The study, he said, will have equal value for all stations, advertisers and agencies, and will develop practical evidence of how radio reaches its audience and how people react to radio. It will not compete with existing measurement, nor compare one broadcasting facility or program with another, he said, adding that it is designed to improve both advertisers' and broadcasters' understanding of the medium.

Milestones

► G. W. (JOHNNY) JOHNSTONE, radio and television director of the National Assn. of Mfrs., celebrates his 30th anniversary in the broadcasting industry today (Monday). He began as an engineer with WEAF (now WNBC) New York in 1923. He became WEAF publicity manager in 1924 and NBC publicity director in 1926. Between 1926 and 1946, when he assumed his NAM post, Mr. Johnstone served NBC, ABC, and Mutual in various news, special events, and publicity capacities.

Mr. Johnstone

► CANADIAN Assn. of Radio & Television Broadcasters honored Edwin Ross MacIntyre, chief engineer and news commentator of CHUB Nanaimo, B. C., with membership in the group's Quarter-Century Club in observance of his 25 years in the broadcast industry.

► R. SANFORD (SANDY) GUYER, partner and general manager of WMOA Marietta, Ohio, completed his 29th year in radio March 20.

►JOHN B. GAMBLING, WOR New York personality, completed his 25th year on the station this month. Mr. Gambling's *Musical Clock* program, heard over WOR since 1925, is described by the station as "the oldest continuous program on the air."

FOR SALE
WGIV .....
a top-rated station in Charlotte, N.C.
NO BARGAIN BASEMENT DEAL
..... terms CASH
NO BROKERS!
for details
write, phone or wire
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CHARLOTTE, N. C.

CBS INC. '52 GROSS $251 MILLION

Last year's gross exceeds that for 1951 by nearly $60 million, CBS Inc. reports to stockholders. Net income for 1952 was $6,445,506, slightly higher than 1951, but stock earned less per share.

CBS and its subsidiaries had gross revenues of $251,594,490 for the 53 weeks ending Jan. 3, 1953, compared to $192,384,608 for the 52 weeks ending Dec. 29, 1951, according to the company's annual statement to stockholders, sent out last week.

Net CBS income for 1952 was $6,445,506, equal to $2.75 per share on the 2,340,896 shares outstanding. This compares with $6,360,097 and $3.10 per share on the average of 2,051,491 shares outstanding for 1951. Cash dividends of $1.60 per share were paid.

The "rapid development of new electronic products, such as the transistor," and the lifting of the freeze on new TV station construction were cited in the opening letter to stockholders, signed by CBS Board Chairman William S. Paley and President Frank Stanton, as two important developments of 1952 which "should influence favorably" the future growth of CBS.

Number of advertisers using the CBS Radio Network increased last year from 81 to 90, Adrian Murphy, president of the CBS Radio Division, reported. He said in the final quarter of 1952 "appreciably more time was sold" than during the like period of 1951, with the network's daytime hours sold out and an increase in evening advertisers. He listed sponsorship of the political conventions, the "unprecedented" number of programs sponsored by "hard-goods" advertisers, the number of automobile sponsors, Willys-Overland's sponsorship of the 90-minute Sunday afternoon New York Philharmonic Symphony concerts and the successful launching of the "Power Plan" (enabling three nighttime advertisers to share sponsorship of three programs on successive evenings) as "noteworthy sales developments."

102 1952 Advertisers

J. L. Van Volkenburg, president, CBS-TV Division, reported that 102 advertisers used CBS-TV in 1952 (including 40 newcomers to the network) whose gross billings were more than 50% ahead of those for 1951. All but one of the regular CBS-TV advertisers stayed on the air throughout the summer, "a record unmatched in the history of broadcasting," he stated. The year ended with 33 CBS-TV package programs sponsored and six more due to start early in 1953.

The average nighttime audience rating of CBS-TV increased more than 12% during 1952, while the average daytime audience rating was up 35%, the report noted. CBS-TV had 74 affiliates at the end of 1952, up from 62 a year earlier, with the interconnected group rising from 51 to 66. In addition, CBS-TV has affiliation agreements with 30 stations expected to start broadcasting by the middle of 1953.

Columbia Records Inc. sales were 14.5% ahead of 1951, James B. Conkling, president of CRI, reported.

CBS-Hytron, tube manufacturing subsidiary, in May opened a new miniature receiving tube plant at Danvers, Mass., with a manufacturing capacity of 25 million tubes a year, Bruce A. Coffin, president, said. Manufacture of germanium diode and transistors, begun last year, is fast outgrowing the space available in the Danvers plant, Mr. Coffin said.

An addition is being built for the picture tube plant at Newburyport, Mass., to provide 150,010 more square feet of space to make and store tubes, chiefly the 24-inch and 27-inch picture tubes to be made in quantity this year. Additional facilities for receiver production is being provided by a new Long Island City plant, according to David H. Cogan, president of CBS-Columbia Inc.

Dr. Goldmark Cites Work

Dr. Peter C. Goldmark, vice president, CBS Labs., reported the perfection of a device called a "crispener" for clarifying picture signals in black-and-white telecasting. In color, Dr. Goldmark stated that "intensive research was devoted to the tri-color tube in cooperation with CBS-Hytron. At the same time, a continuing study has been made of the National Television Systems Committee color system and the detailed evaluation of this and other systems will provide useful information in assessing the future course of color television and assuring CBS' ability to capitalize upon the knowledge and experience gained in this field."

Improved medical color TV units are being manufacturing by the CBS Labs., which are also producing a number of projection receivers using a six-foot screen, to be demonstrated for the first time at the 1953 American Medical Assn. convention in New York.

Bourgholtzer to NBC Paris; Mueller Replaces Fleming

SHIFTS in assignments for several NBC newsmen were announced Thursday, with Frank Bourgholtzer, White House correspondent since 1947, named chief correspondent in Paris and Merrill Mueller set to replace James Fleming as news editor and commentator on the network's *Today* TV show (Mon-Fri., 7-9 a.m. EST and CST).

It was understood that Ray Scherer of the NBC Washington news staff, who has substituted at the White House at times when Mr. Bourgholtzer was absent, would get the White House assignment fulltime. Meanwhile, Paul Archinard, veteran NBC correspondent in France, was named to the new post of NBC manager in Paris. William Frye, who has been chief Paris correspondent, is returning to the U. S.

In his new post, effective April 1, Mr. Bourgholtzer will be responsible for coverage of France as well as NATO and SHAPE. With NBC since 1946, he won widespread public plaudits when he persuaded then-President Truman to play the piano during a telecast tour of the White House.

Mr. Mueller takes over the *Today* news editorship today (Monday). He is a veteran war and foreign correspondent, and has been engaged in news reporting for 21 years. He covered World War II for NBC, serving in Europe, Africa, and the Pacific, and after the war was named manager of the London bureau. More recently he has operated from New York headquarters.

Future plans or assignment of Mr. Fleming, who had been with *Today* since its first broadcast on Jan. 14, 1952, were not revealed.

be..R-W.*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RESULTS TELL THE STORY

RADIO'S TOP

• Audiences • Markets • Personalities

Time-Buyers in ever increasing numbers are recognizing—and clients are benefiting by—the success of Rahall Stations' Personality Selling Technique. Hitched to programs of music, news and sports geared to local tastes, the idea is paying off in top results for clients national and local.

WKAP
1000 W. ALLENTOWN, PA. 1320 KC.
Rates No. 1 (8:00 a.m.-8:00 p.m.) Pulse and Hooper in the Allentown-Bethlehem area. Independent.
Oggie Davies, Manager

WNAR
500 W. NORRISTOWN, PA. 1110 KC.
Clear Channel Independent station that covers Montgomery County and reaches Mrs. Housewife of the Greater Philadelphia Market.
John Banzhoff, Manager

WWNR
1000 W. BECKLEY, W. VA. 620 KC.
ONE-station coverage of West Virginia's rich coal region and industrialized area. MBS affiliate.
Dick Booth, Manager

JOE RAHALL, *President*
National Representatives
WKAP - WEED & CO.
WNAR & WWNR - WALKER & CO.

RAHALL STATIONS

MORE BIG SHOWS JOIN ABC ROSTER

Martin Block signing highlights network's plan to build bigger shows, draw bigger business. New fight card, other programs are in sight.

ABC last week unveiled more plans for building programs that will attract larger audiences and still more business.

Officials reported that new sales and renewals representing $7.5 million in network gross billings were signed between Jan. 1 and last Wednesday—$3 million in radio, $4.5 million in TV.

The signing of Martin Block, a pioneer and probably New York's best known disc jockey, to a long-term exclusive contract for both network and WABC New York programs, effective next Jan. 1, was announced along with plans for the new *ABC Album* for ABC-TV, *ABC Caravan* on the radio network, and the new *Motor City Fights* on ABC-TV [B•T, March 16, 9].

$3 Million Expected

Length of the contract with Mr. Block was not disclosed but it was understood that it was for a five-year period. It was announced he would move his locally-famed *Make Believe Ballroom* to ABC-WABC "intact," and that when the show is completely sponsored on WABC, Mr. Block "can earn over $3 million in the course of the contract."

ABC the preceding week had announced that during the first month following the merger of ABC and United Paramount Theatres into the new AB-PT the volume of business signed for ABC owned stations totaled $4.5 million, a record in ABC history [B•T, March 16].

Charles T. Ayres, vice president in charge of the ABC radio network, saw the new and renewed radio network business as evidence that "radio advertisers are establishing a pattern of renewed faith and confidence in network sponsorship, which will be more fully reflected in the fall of 1953."

'Heavy' Fall Business

Alexander Stronach Jr., vice president of the TV network, referring to the TV sales and renewals, said "television advertisers are carefully evaluating strategic programming with sponsorship in select time periods," and forecast "a heavy influx of new video business" in the fall.

The *ABC Album* television show, to be seen Sundays at 7:30-8 p.m. EST starting April 12, will consist of dramatic presentations—originals as well as adaptations of drama, novels, short stories, and light classics. *Album's* radio counterpart, *ABC Cavalcade*, is set to start April 16 and will be presented at 9-9:30 p.m. EST Thursdays.

'Motor City Fights'

Like the *TV Album*, *Cavalcade* will be a showcase. Raymond Diaz, national program director for the radio network, noted that "it is our intention to consider each program in the series as eligible for a new and separate radio series of its own. . . ."

The new *Motor City Fights*, originating in Detroit and giving ABC-TV three fight nights a week, got under way last Thursday and will be seen weekly at 9 p.m.

Pointing out that the network now presents bouts on Tuesday, Thursday, and Saturday evenings, Mr. Stronach said ABC-TV "is completely altering the complexion of its programming with the specific idea of capturing the eyes and interest of that broad segment of Americans which is sports minded."

Effective next New Year's Day, *Martin Block's Make Believe Ballroom* will be presented on WABC Mon.-Fri., 3:30-7 p.m. The program will be presented on the ABC radio network each weekday, 2:30-4 p.m. EST, starting next Jan. 4. The network show will start about June 1 of this year with "a national star" as m.c. until Mr. Block joins the network.

Additionally, WABC plans to carry *Make Believe Ballroom* for three and a half hours "every Saturday in 1954."

ABC quoted Mr. Block as estimating that in the 18 years the program has been carried in New York, advertisers have spent more than $10 million to participate in it and that the program has sold about $751 million worth of sponsors' products.

Sign New Accounts

Meanwhile, new business signed for ABC radio network shows since the first of the year included the following accounts: Beltone Hearing Aid Co., Brown Shoe Co., Chesterfield Cigarettes, Wine Corp. of America, Skinner Mfg. Co. and Pharmaco Inc., plus Willys-Overland Motor's sponsorship of the Presidential inauguration.

New business signed for the ABC TV network came from Walter H. Johnson Candy Co., American Chicle Co., Bayuk Cigars, Thor Corp., American Federation of Labor, and S. C. Johnson & Son, plus Willys-Overland (Presidential inauguration).

Kind Regards

CONSIDERATION for clients reached a new high in Washington, D. C., last week when NBC sent a plant to its customers with the enclosed sympathy card: "In anticipation of your loss." The date, of course, was March 15.

YOU GET INTO MORE MIDWEST HOMES with

Lee STATIONS

kglo

MASON CITY, IOWA

1300 KC — 5000 Watts

Full Time, CBS

Affiliated with WTAD, Quincy, Illinois

WTAD

QUINCY, ILLINOIS

930 KC . . . 5000 Watts, day

. . . 1000 Watts, night, CBS

Affiliated with KGLO, Mason City, Iowa

For availabilities, write:

Walter J. Rothschild, National Sales Manager, Lee Stations

Represented by Weed & Company

ABC TELEVISION Stations Advisory Committee, meeting in New York March 6, a week after the network's Radio Stations Advisory Committee convened there [picture, B•T, March 16] and also holding its first gathering since the ABC-United Paramount Theatres merger, included (l to r): Seated, Robert E. Kintner, ABC president; Franklin Snyder, WXEL (TV) Cleveland; Leonard H. Goldenson, AB-PT president; Kenneth Berkeley, WMAL-TV Washington, and Edward J. Noble, AB-PT finance committee chairman. Standing, Owen Saddler, KMTV (TV) Omaha; Robert M. Weitman, ABC vice president in charge of talent and programming; Roger W. Clipp, WFIL-TV Philadelphia; Robert H. O'Brien, ABC executive vice president; Alexander Stronach Jr., vice president in charge of ABC-TV network, and Otto P. Brandt, KING-TV Seattle. Messrs. Clipp and Saddler are new members.

TV's Public Obligation Underscored by Madden

TO INSURE good public relations, television networks have a responsibility to maintain good taste and eliminate over-commercialism in programs, to keep costs low and to provide programming in the public interest, Edward D. Madden, vice president and assistant to the president of NBC, declared Wednesday.

In a luncheon talk in New York before the New York chapter of the Public Relations Society of America, Mr. Madden described TV as a medium "whose impact on people and influence in our society is unequalled in the history of communications."

He outlined in detail how NBC attempts to reduce costs by the use of illusions created by technicians, and in this connection presented a film, "Illusions Unlimited," which described various techniques developed by the network.

Touching upon TV's responsibility to maintain good taste in programming, Mr. Madden cited NBC's own program code and that of the NARTB to which the network adheres.

As examples of NBC's policy of programming material in the area of public service, Mr. Madden referred to the network's *Face of the Age* plan, which he described as "a procedure to present on television the faces and voices of the men and women who are influential in the world today."

Brief talks were presented by Herbert Bayard Swope Jr., NBC-TV's director of the *Robert Montgomery Presents* show, and Albert McCleery, NBC-TV producer of *Hallmark Theatre*, on the contributions of dramatic programs to public service projects.

Three Add to Daytime Schedule on NBC-TV

EXPANSION of sponsorship of NBC-TV programs by three national advertisers highlighted a report issued by the network last week on new and renewed business.

Continental Baking Co., New York, will pick up 15 minutes on Wednesday of its weekly sponsorship of *Howdy Doody* (Mon.-Fri., 5:30-6 p.m. EST), effective May 6, in its 5:30-6 p.m. time period. Standard Brands, New York, will add another quarter-hour of the same show on Monday, 5:45-6 p.m. EST, starting today (Monday), to its Thursday 5:45-6 p.m. segment. Ted Bates & Co., New York, is the agency for both.

Procter & Gamble Co., Cincinnati, which currently sponsors the 4-4:15 p.m. EST Tuesday, Wednesday and Thursday portions of the *Kate Smith Hour* (Mon.-Fri., 4-5 p.m.) purchased the 4-4:15 p.m. segment on Monday, effective March 19, through Compton Adv., New York. P&G, starting May 1, also will add the Friday 3:45-4 p.m. period of *Welcome Travelers* (Mon.-Fri., 3:30-4 p.m.) to its current sponsorship of the same time slot Mondays through Thursdays. The agency is Biow Co., New York.

Other business activity announced by NBC-TV includes sponsorship by the Kelvinator Div. of Nash-Kelvinator Corp., Detroit, of the Wednesday 3:15-3:30 p.m. EST portion of *Break the Bank* (Mon.-Fri., 3:30 p.m.), starting April 1 through Geyer Adv., New York; renewal by Crosley Div. of Avco Mfg. Corp., New York, of alternate-week sponsorship of *What's My Name?* (Mon., 8-8:30 p.m. EST), starting last Monday, through Benton & Bowles, New York, and renewal by P. Lorillard Co., New York, of *Club Embassy* (Tues., 10:30-10:45 p.m. EST), effective March 31, through Lennen & Newell, New York.

Negro Artists on NBC

A 200% increase in the use of Negro artists by NBC on network programs during 1952 over 1951 was reported last week by Edward D. Madden, vice president and assistant to the president of NBC, at a meeting in New York of press and civic leaders.

NBC President Frank White told the meeting that NBC's philosophy embraces "an area of operation that you have to do with your heart as well as your brain." He assured civic leaders that NBC intends to solicit their cooperation in an attempt to achieve added progress.

100th Affiliate Joins CBS-TV Network

CBS-TV signed its 100th TV affiliate, its 36th since lifting of the freeze, last week. It is KWFT-TV Wichita Falls, Tex.

The station, on Ch. 6, is owned by Wichita Falls Television Inc. Kenyon Brown is president and general manager. The signing followed the affiliation of three other new stations earlier in the week—WABI-TV Bangor, KRTV (TV) Little Rock, and KFDA-TV Amarillo, Tex.

WABI-TV, on Ch. 5, joins the network as a primary, non-interconnected affiliate. It is owned and operated by Community Telecasting Service. Murray Carpenter is general manager.

KRTV (TV), Ch. 17, becomes a primary, supplementary non-interconnected affiliate. Mr. Brown, in addition to heading KWFT-TV, also is general manager of KRTV (TV), which is owned and operated by Little Rock Telecasters.

KFDA-TV, Ch. 10, joins CBS-TV as a supplementary, non-interconnected affiliate. It is owned and operated by the Amarillo Broadcasting Co. John Hopkins is general manager.

Pearson Decries Networks For 'Similar' Viewpoints

NEWS commentator Drew Pearson charged in his ABC radio broadcast March 15 that the four radio and television networks are failing to present a diversity of viewpoint and opinions on news programs, and added they are controlled, in effect, by "four men" who constitute "a chorus of similar voices."

A rebuttal by Thomas Velotta, vice president in charge of news and special events for ABC radio, was read on the program with Mr. Pearson's permission. The reply said ABC and other radio and TV networks "believe in and operate under a policy of freedom of speech" and present "a variety of opinions and viewpoints."

Mr. Pearson's criticism came three days before he ended his Wednesday night program on DuMont TV Network and two weeks before his final show on ABC radio March 31. His programs were sponsored by Carter Products and were not renewed beyond those dates. Both networks have indicated they will not continue the shows on a sustaining basis, though DuMont had considered it.

Sell

TWO GREAT OHIO MARKETS

THE LOWEST COST PER THOUSAND WITHOUT QUESTION IN YOUNGSTOWN OHIO

Population	500,000
Retail Sales Est. 49(000)	650,300
Food Sales (000)	170,157
Automotive (000)	124,757
Drugs (000)	15,780
Total Employed	195,692

WBBW ABC

Counties: Mahoning, Trumbull, Columbiana, Lawrence (Pa) Mercer (Pa)

THE LOWEST COST PER THOUSAND WITHOUT QUESTION IN THE ASHLAND-MANSFIELD AREA

Dollar Sales	231,569,340
Food	46,275,100
General Mdse.	20,443,810
Household	11,032,230
Automotive	45,101,850
Drugs	4,864,270

WATG MUTUAL AM. FM.

Counties: Ashland, Crawford, Huron, Richland, Wayne, Medina, Lorian, Morrow.

The Mahoning Valley Broadcasting Corp., Youngstown, Ohio.

RCA-NBC Officials Address Architects on Electronics

ALL homes and offices of the future may need electronic installations, Sylvester L. Weaver Jr., vice chairman of the NBC board, declared a fortnight ago.

He was one of four RCA and NBC authorities who addressed a special luncheon, arranged by NBC, of the New York chapter of the American Institute of Architects on Wednesday. The luncheon was designed to acquaint the architects with the impact of electronic developments on building design.

Mr. Weaver foresaw communications machines in the home that will provide "television in color, plus radio, phonograph, time, news, and musical services."

Suggests Factory Techniques

O. B. Hanson, vice president in charge of NBC's engineering department, called for a multiple studio plant laid out to follow "factory assembly line techniques."

Sol Cornberg, NBC supervisor of plant facilities and development, urged architects to make allowance for television equipment in designing auditoriums, theatres, stadia, hospitals, law courts, and other public places.

H. T. Sawyer, manager of the industrial equipment section of RCA Victor Div.'s engineering products department, forecast "unlimited" use of industrial television.

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

Multiplex System Allows 2-Program FM Broadcasting

FM inventor, Dr. Edwin H. Armstrong, sees system as a boon to broadcasters because it would double potential revenue.

MULTIPLEX radio transmission system enabling FM stations to broadcast two or more programs simultaneously has been perfected by Dr. Edwin H. Armstrong, professor of electrical engineering at Columbia U., and John H. Bose of Columbia U.'s Marcellus Hartley Research Labs., Dr. Armstrong reported Monday.

Inventor of FM broadcasting, which he presented in 1935, Dr. Armstrong said the new system, based on his original FM principles, employs a number of improvements developed since World War II.

Under the new system, which Dr. Armstrong said had been fully tested at his experimental FM station (KE2XCC Alpine, N. J.), an FM station can transmit music on one "channel" and speech on another, or it can broadcast a single program stereophonically on both channels so as to give a listener with two FM receivers binaural reception. Both program "channels" are multiplexed on the station's normal single frequency channel, it was indicated.

Present FM Sets Unaffected

New receivers will be needed to receive two-channel FM broadcasts, Dr. Armstrong said, but the number of additional parts will not add unduly to the cost of the sets. Present FM sets will receive only one channel from a station, he said, and will not be affected by the second channel.

Cost of equipping a station for multiplex operation is not high, the inventor stated. He said the new method, which is "completely impossible" for AM broadcasting, will be a boon for broadcasters adopting it because "A station operator who can sell time on two channels obviously will outsell the station operator with only one."

A fortnight ago, Mount Mitchell Broadcasters Inc., operator of WMIT-FM Clingman's Peak, N. C., petitioned FCC to amend its FM rules so as to allow multiplexing of two or more programs on the same frequency channel in order to provide additional specialized services, such as transitcasting in addition to regular broadcasts [B•T, March 9].

FCC's rules at the present time allow only the multiplexing of facsimile service on the regular program channel under certain technical conditions. The facsimile signal may not impair the FM program below 15,000 cycles.

CO-DEVELOPERS of a system for simultaneous transmission of two FM programs on the same frequency are Dr. Edwin H. Armstrong (r), Columbia U. professor of electrical engineering and inventor of FM broadcasting, and John H. Bose of Columbia U.'s Marcellus Hartley Research Labs.

* * *

'But We Did It First'

MULTIPLEXING of FM signals was demonstrated two and a half years ago [B•T, Sept. 25, 1950] by Multiplex Development Corp., its president, William S. Halstead, reminded last week after Dr. E. H. Armstrong announced a similar system [see story above].

"We have had a petition on file before the FCC since September 1950, requesting that FM stations be allowed to transmit multiplex programs," Mr. Halstead said, noting that this petition has been supported by Rural Radio Network and, as recently as March 4, by Mount Mitchell Broadcasters of Charlotte.

Work of his company and Crosby Labs on FM multiplexing has taken five years and more than $100,000, Mr. Halstead reported. "The system has been developed to the point where equipment will shortly be available to broadcasters for such services as three-dimensional radio program transmission, subscription radio, storecasting and other specialized services that may provide much needed revenue to FM station owners," he stated.

DuMont Labs to Expand Transmitter Production

LARGE-SCALE expansion of the Television Transmitter Div., Allen B. DuMont Labs, starting late this month will "more than double" production, Div. Vice President Stanley F. Patten reported last week.

The Transmitter Div., which shares occupancy of two manufacturing buildings in Clifton, N. J., with the Instrument Div., will take over both buildings. The Instrument Div. will move to new headquarters in Clifton.

Enlarged production capacity, Mr. Patten said, will enable the division to meet increased demands for high-power TV amplifiers. New facilities also will speed up production of uhf and vhf transmitters and associated equipment, he said. Current production has attained a record level, he added, reporting transmitter shipments in 1952 had increased above the 1951 mark by 200%. Sales of equipment rose accordingly, he said.

New Audio Devices Release

AUDIO DEVICES Inc., New York, is marketing a self-timing leader tape and a magnetic tape recorder head "demagnetizer." The timing tape is made of white plastic, and when used with a standard ¼-inch magnetic recording tape serves as a threading leader. The "demagnetizer" is an AC magnet assembly designed to permit removal of residual permanent magnetism from the sound recording heads of magnetic tape recorders, company reports.

Pay-See TV Could Double Stations, Faught Believes

ENVISIONING an annual revenue of $10 billion for the television industry, Millard C. Faught, public policy consultant from New York, maintained last week subscription television could maintain twice the number of stations capable of being supported by traditional advertising revenue.

Speaking Tuesday before members of the Washington Advertising Club, he said pay-as-you-see television, used as a complementary system to the present form of commercial television, would enable many more stations to take the air profitably, and remain in operation. Subscription TV would operate as a "delivery service" without losing any of its usefulness as a "communications service" or advertising medium, he claimed.

Programs for which home viewers would be willing to pay, however, would have to be (1) worth their price and (2) better than "or appealingly different from" what is offered now on sponsored television. During the meeting, a Phonevision film was shown by Zenith Radio Corp., Chicago, which developed the pay-as-you-see system. Mr. Faught is a consultant for Zenith.

S-E Will Furnish Equipment For WOR-TV and WAFM-TV

AGREEMENTS to furnish television equipment to WOR-TV New York and WAFM-TV Birmingham were announced last week by William Zillger, vice president of Standard Electronics Corp., Newark, a subsidiary of Claude Neon Inc.

WOR-TV equipment for its new studio in the Empire State Bldg. will include a 20 kw transmitter (later to be converted to 50 kw), a standby TV transmitter, a 3 kw FM transmitter and all audio and video equipment. Layout for the new studio will be designed around Standard Electronics equipment and will enable two men to handle complete transmitting, including live shows, Mr. Zillger said.

WAFM-TV will add a 20 kw Standard Electronics amplifier to its existing 5 kw TT-5A transmitter to increase its effective radiated power to approximately 100 kw, Thad Holt, WAFM-TV president, was quoted as saying.

CONTRACT for Standard Electronics transmitting equipment for new WOR-TV New York studio in the Empire State Bldg. is signed by E. M. Johnson (l) station vice president in charge of station relations and engineering; William Zillger (c), S-E vice president, and Charles Singer, WOR-AM-FM-TV chief engr.

Don't Turn That Knob!

NEWS commentator Quincy Howe last Monday squeezed six minutes of comment into five minutes of actual broadcast time, using the "time compressor" developed at the U. of Illinois and announced a fortnight ago. The program was aired by WILL Urbana-Champaign, the university's non-commercial outlet. Inventors are Prof. Grant Fairbanks, speech research lab. director; Dean W. L. Everitt, College of Engineering, and R. P. Jaeger, formerly at the university.

DuMont Unit Sales Meet

THE SEMI-ANNUAL sales conference of Cathode-Ray Instrument Div., Allen B. Dumont Labs., was held last Wednesday through Friday at the division's national headquarters in Clifton, N. J. The sessions included discussions of production, advertising, and sales plans for the next six months. Division salesmen were shown a preview of equipment to be exhibited at the Institute of Radio Engineers convention beginning today (Monday) in New York.

Shorts

Connecticut Telephone & Electric Corp., Meriden, Conn., announces production of single generator covering vhf and uhf frequency range of 54 mc to 330 mc in first band and 300 mc to 950 mc in second band.

Hewlett-Packard Co., Palo Alto, Calif., announces production of all-purpose precision counter providing frequency, period and time interval measurements over broad range. Instrument designated Model 522B, measures rate of occurrences from .00001 to 100,000 per second.

Chemical Div., General Electric Co., Pittsfield, Mass., has issued 24-page bulletin containing information on industrial applications for polyester resins.

Federal Telephone & Radio Corp., Clifton, N. J., announces production of new "build-your-own" selenium rectifier kit that enables assembly of wide range of selenium rectifier stacks at reduced costs.

Telrex Inc., Asbury Park, N. J., announces production of Ultra "Bow Tie" series of uhf antennas featuring high gain, directivity and impedance characteristics over entire uhf band.

Shallcross Mfg. Co., Collingdale, Pa., announces manufacture of compact fault location wheatstone bridge for general laboratory use or field servicing of communications systems termed Model 6100. Unit measures resistance between 1 and 1,011,000 ohms to accuracy of +0.1% and +0.01%.

Roll-a-Talk Co., Detroit, announces production of Roll-a-Talk, new speech making aid which brings speaker's manuscript into view as he needs it. Speaker controls operation by means of push button which he holds in his hand.

Berkeley Scientific Div., Beckman Instruments Inc., Richmond, Calif., announces production of time interval meter, Model 5120, providing direct reading of elapsed time between any two events.

Rust Industrial Co., Manchester, N. H., announces production of new remote control system for both AM and FM transmitters consisting of studio unit and transmitter unit connected by two telephone lines. Up to nine meter readings can be made and up to nine operations controlled by dialing desired functions.

Graybar Electric Co. appointed distributor of TV sets by Hoffman Radio Corp., L. A., in Des Moines, Davenport and Minneapolis. **Lone Star Wholesalers,** Dallas, named distributor for Hoffman in that city.

General Radio Co., Cambridge, Mass., has published new bulletin describing complete line of firm's equipment for measurements of uhf.

Kahle Engineering Co., North Bergen, N. J., announces production of automatic lead wire welding machine and automatic filament making and tabbing machine for mass production of precision components for transistors.

Clarostat Mfg. Co., Dover, N. H., announces publication of second edition of Clarostat TV control replacement manual listing replacement controls by set model and chassis designation, set manufacturer's part number, Clarostat catalog number, function and description.

Magnetic Products Div., Reeves Soundcraft Corp., N. Y., relocates at new plant in Springdale, Conn.

Electro-Voice Inc., Buchanan, Mich., announces production of new Model 3300 continuously tuned uhf TV converter which adds all uhf channels to vhf sets.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

PERSONNEL RELATIONS

AFTRA Rules Members Must Answer Probers

SEVERE DISCIPLINARY action may be taken by AFTRA against its members who refuse to testify of past or present Communist party affiliation before the House Un-American Activities sub-committee hearings which reopen in Los Angeles today (Monday).

Authority for the penalties comes by virtue of a mail referendum vote by the membership.

IATSE Wins Jurisdiction

JURISDICTION over special effect projectionists at WNBT (TV) New York has been given to the Theatrical Protective Union, IATSE, (AFL) in an action by the National Labor Relations Board, Washington, D. C. Dispute was between IATSE and National Assn. of Broadcast Engineers and Technicians (CIO). Board ruled that the work handled by special effects projectors is more closely allied with jobs certified as bargaining units of IATSE rather than with NABET. Dispute originated last April, when the question of jurisdiction came up at an NBC television studio where a cast was rehearsing for the *Hallmark Playhouse*.

AFTRA San Francisco Pact

AFTRA has negotiated a contract in San Francisco covering free lance talent with KGO-TV KRON-TV and KPIX (TV) that city. The rates are the same as those for Los Angeles [B•T, Dec. 15], less 12%. New rates also negotiated for staff announcers at all San Francisco TV and network AM stations are $120 weekly for the first year and $135 thereafter.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

EDUCATION

CBS-TV, SCHOOLS MAP BROAD SERIES

Leading American universities and CBS-TV disclose plans for a cooperative report on the schools' advances. Series will get under way in early fall.

PLANS for an ambitious educational program series, to be produced in cooperation with leading American universities, were unveiled by CBS-TV and participating educators last week after more than two years of planning and preparation. Some 22 universities and schools already are set to participate.

As described by CBS-TV President J. L. Van Volkenburg, Programming Vice President Hubbell Robinson Jr., other network executives, and presidents and other officials of participating colleges at a news conference in New York Wednesday, the series will dramatize scientific and cultural projects being conducted by educational institutions, showing their contributions to, and impact on, individual and national welfare.

The series will be presented weekly under the title *The Search*, and is to begin in late September or early October. Each program, a half-hour in length, will be filmed at the site of—and will feature those participating in—the project being presented.

Mr. Robinson estimated production costs for each film would approximate $20,000.

The series, it was said, will be offered for commercial sponsorship.

Among the subjects slated for presentation:

"Patients Are People," a project of the U. of Pennsylvania Medical Dept.; "Linguistics at The English Language Institute," U. of Michigan; "The Old Folks," a U. of Chicago study currently under way in Kansas City; "Last Man's Club," a study of cardio-vascular disorders, U. of Minnesota; "A Farm Boy Looks at Art," featuring the fine arts program of the U. of Iowa; "Neighborhood University," adult education project of the U. of Louisville; "Aristophanes Visits Old Smoky," a project in which a U. of North Carolina drama group visits neighboring states; "Great Issues" course of Dartmouth College; "The Weaver," on the School of Textiles at N. C. State College; "Leadership Training for Air Combat Teams," Ohio State U.; "Labor-Management Institute," Massachusetts Institute of Technology; "Aeronautics," Cornel U.; "Oceanography," Columbia U.; "Methods of Navigation," Brown U.

Mr. Robinson voiced the hope the series "will be the most ambitious and productive effort yet undertaken in the field of educational television."

26 Programs Planned

Sig Mickelson, CBS-TV director of news and public affairs, said the series might run to as many as 26 programs. Outlining the history of the series, he noted that it is "easy to put on dreary, dull, highly intellectual programs which repel anything but the top intellectual strata and thus serve no purpose other than to interest those who need no interesting." In the university series, he continued, "we wanted to reach the people who need it most . . . make our show significant, understandable, attractive and educationally sound."

"It is our conviction that *The Search* meets the strictest tests of good educational television," he declared.

Plans for the series drew high praise from the educators at the meeting, who described plans for their respective schools' participation in it.

Milton S. Eisenhower, president of Pennsylvania State College and honorary co-chairman of the National Citizens Committee on Educational Television, sent a statement that "the remarkable versatility and educational impact of television encourage the hope that it will help all of us gain enough knowledge fast enough to preserve the traditional American reliance on free individuals."

J. W. Harrelson, chancellor of N. C. State College, cited the series as "an outstanding example of close cooperation among educational institutions and private business for the public's benefit . . . Educational institutions and commercial television can become full-fledged partners in a nationwide program for the advancement of education and for broadening intellectual horizons."

TV Important Interpretive Medium

T. P. Wright, vice president of Cornell, said his school "looks to television as an important medium for interpreting its hundreds of projects, its dozens of educational programs, its ventures in public service."

Philip Davidson, president of the U. of Louisville, noted that in recent years his institution's service to the community "has been much more effective and widespread through radio and television"—that "our own experience shows conclusively that television is of major importance to universities and colleges, both as a means of formal education and of public service."

Schools set to participate in the series, in addition to those whose program subjects already have been decided, include the U. of California at Berkeley, U. of Southern California, California Institute of Technology, Colorado School of Mines, U. of Utah, U. of Washington, Northwestern U. and Pennsylvania State College.

Roy Lockwood, formerly of the March of Time, has joined the staff of CBS-TV, and will produce the series. He said he hoped to get two "pilot" projects under way within a month, and "then put the whole machinery in motion toward the end of May." He estimated that production work on each show, from start to finish, will require about eight weeks.

Second D. C. Group Proposes Filing for Reserved Ch. 26

OUTLOOK for assignment of noncommercial educational uhf TV Ch. 26 at Washington, D. C., was clouded further last week when a group apart from the Board of Education announced plans to incorporate with a view toward eventually seeking the channel. FCC earlier advised the school board that legal and financial questions prevented action at this time on its pending bid for Ch. 26 [B•T, March 2].

To comprise representatives of schools and cultural institutions in the nation's capital, the new group is expected to incorporate this week as the Greater Washington Educational Television Assn. Inc. A formal organizational meeting is scheduled April 2 to plan financing the proposed station. The group has invited 25 area schools and organizations, including the Board of Education, to join in the venture.

GWTEA's formation is being "encouraged" by Earl Minderman, former assistant to FCC Chairman Paul A. Walker and now field liaison officer of the National Citizens Committee for Educational Television, a project of the Ford Foundation's Fund for Adult Education. The latter has offered $100,000 to the Washington group under certain conditions.

N. J. STUDY FAVORS TEST CHANNEL

State Commission would set up New Brunswick station, with state-wide coverage planned.

RECOMMENDATION for the construction and operation of a television station at New Brunswick for expansion of research and experimental work in education television was made March 13 in the first report by the New Jersey Commission on Educational Television to Gov. Alfred E. Driscoll.

The report pays tribute to the potentialities of TV as an educational tool and projects a course for the state that may result in statewide coverage with six educational, non-commerical stations. For the present the commission recommends that the legislature appropriate $190,000 to continue research already under way at New Brunswick and $425,350 for construction of the station and other facilities. These funds would be for the 1953-54 fiscal year.

The report is based on findings of a 10-man commission which was appointed by education commissioner Frederick M. Raubinger. Members of the commission included Dr. Elmer W. Engstrom vice president in charge of RCA Labs. Div. of RCA, chairman; Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and Robert B. MacDougall, director of educational activities for WATV (TV) Newark.

The proposals of the New Jersey commission follow on the heels of the controversial report of the New York temporary state commission on the use of television for educational purposes, which rejected a plan for the establishment of a 10-station network [B•T, March 2]. The New Jersey group took cognizance of the conclusions of the New York commission, and added:

"This report by the New Jersey commission . . . clearly states that there are problems to solve, but here the commission is convinced that the state of New Jersey has an obligation to conduct work and to take an active part in the establishment of the best practice for utilizing television in education."

Advocates Rutgers Location

The major recommendation in the report advocates the building of a station with a studio on the campus of Rutgers U. at New Brunswick where experimental in-school programming via rented microwave facilities has been in progress since January, and the erection of a 5 kw transmitter and antenna at Washington Rock State Park, Watchung. The report claims that the proposed station would reach approximately one-half of New Jersey's population.

With the experience gained at the New Brunswick station, the report continued, plans could be formulated with respect to additional educational TV stations in the state. Tentative sites for these stations as suggested by the report, are Montclair, Camden, Freehold, Hammonton and Andover.

Other recommendations included a proposal that local boards of education be responsible for providing television receiver facilities in the schools and an appeal to Gov. Driscoll and the Commissioner of Education to petition the FCC to extend for two years the period within which the state can apply for channels now reserved for non-commercial educational projects. The present deadline is June 2, 1953.

The commission held that decisions regarding programming for the proposed station and subsequent stations should be subject to checks by an advisory board of citizens, and added that it plans to submit recommendations on this phase in a later report.

In a supplementary statement, J. Lindsay de Valliere, state director of budget and accounting who was the only dissenter to the report declared:

"I am unable to sign the first report . . . because as chief fiscal officer of the state, I know that the state's finances are such at this time that the legislature would be unable to appropriate a sum in excess of $600,000 in the next fiscal year without the imposition of new taxes. This statement applies not only to the educational project but also to any other project.

"It is my belief that the commission should continue its study for the next fiscal year so that they will be in a position to make a final report to the legislature in 1954 at which time it may be possible that funds may be available not only for the initial proposal but also for an expanded program."

'Captive' Students

MANY SCHOOLS and colleges throughout the country are requiring students to listen to NBC radio's *End of an Era*, one-hour documentary program on life in the U. S. for the past 20 years, the network reports. The documentary is a "must" for the school systems of Flint, Mich.; Michigan City, Ind.; Cornell U.; Miami U.; Berea College; Kansas State College, and a number of junior colleges, according to NBC.

Holm's View on Educational TV

THE ILLINOIS Broadcasters Assn. is not against the principle of educational television but is "unalterably opposed to the creation of a giant coast-to-coast educational network of 500 to 600 stations, operated and controlled by educators, either immediately or ultimately subsidized by our state and federal governments."

These convictions were stated by IBA President William Holm, WLPO La Salle, in a talk March 14 before the Fifth Annual School Public Relations Conference at Normal, Ill. Sessions were co-sponsored by Illinois State Normal U. and the Illinois Education Assn. (Also see IBA story in Trade Assns.)

Plan Religious Workshop

EIGHTH annual religious broadcasting workshop, sponsored by the Broadcasting and Film Commission of the National Council of the Churches of Christ in the USA, will be held Aug. 10-28 at Butler U.'s School of Religion and at WFBM-TV Indianapolis. Tuition is $50 for a limit of 50 persons. Information may be obtained from the Commission at 220 Fifth Ave., New York.

Illinois School Berates Educational TV Financing

"EDUCATORS can ill afford to devote their time to raising funds for television when special efforts are required to raise funds for their own institutions' operating needs."

This was acknowledged last Thursday by the Illinois Institute of Technology in a statement on the status of educational television.

IIT is one of 15 member groups in quest of vhf Ch. 11 in Chicago. Its president, Dr. John T. Rettaliata, is temporary chairman of the Chicago Educational Television Council, a non-profit corporation set up to raise funds for the construction and operation of the Chicago TV outlet. The council also would be licensee of the station if and when approved by the FCC. It hopes to file an application shortly.

Chicago educators are seeking between $300,000 and $500,000 to establish and equip the station, with an additional $250,000 required to sustain each year's operation.

The activities of the newly-formed citizen's group to raise money for an educational TV outlet in Chicago were criticized by Rep. Charles H. Weber (D-Chicago), author of legislation which would allocate $1 million each to educational stations in Chicago and at the U. of Illinois.

He scolded the fund-raising committee for not supporting his bills, on which hearings have been postponed [B•T, March 16, 9]. He offered a resolution asking that a legislative commission be set up to investigate the Chicago educational TV venture.

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

DR. BAKER LAUDS EDUCATIONAL TV

Medium could advance knowledge and keep "economy strong," GE vice president tells Poor Richard Club.

PRAISE for the potential of educational television, and a warning that failure to make use of the medium "would be a mistake that would affect our civilization for centuries to come," were voiced last week by Dr. W. R. G. Baker, General Electric Co. vice president and general manager of its electronics division.

At a luncheon meeting of the Poor Richard Club in Philadelphia Monday, Dr. Baker claimed that to keep America's economy strong, "we must take the utmost advantage of our increasing technology to increase productivity and to make the best use of our national resources." He cited current shortages of engineers and scientists as a condition that reduces the nation's productivity.

"Educational television can provide the inspiration necessary to lead many of our young people to extend their schooling. Educational television can have a tremendous effect upon our adult population and can raise their educational age, not only through actual training but through inspiring adults to take extension or correspondence training."

Referring to a report by a New York state temporary commission on educational television, which rejected a state Board of Regents' proposal for establishment of a 10-station educational TV network [B•T, March 9, 2], Dr. Baker cited criticism which described the report as "an incredibly clumsy and shocking document."

On the question of competition with commercial channels, Dr. Baker declared: "Owning a commercial station obviously is not a license to chain people in front of their television sets and to hypnotize them from turning to any other channel."

"If education can be made interesting enough to compete with entertainment," he said, "we can take new pride in American people and at the same time look forward to improvement in entertainment."

North Carolina TV Study

NORTH CAROLINA state commission studying the problem of getting its eight assigned educational TV channels on the air plans to ask FCC to extend the June 2, 1953, deadline to June 30, 1955. The group also will ask the state legislature to approve $12,000 to finance its continuing survey, which has used up $5,000 already allocated.

Gordon Gray, president, U. of North Carolina, reported plans for university stations at Chapel Hill, North Carolina State College and Woman's College. He said the school will finance operations with private funds, and that the Ford Foundation has offered $100,000 if the school matches the sum.

Joint TV Farm Clinic

JOINT TV farm clinic was held last Monday by WOC-TV Davenport and WHBF-TV Rock Island in cooperation with Iowa State College and the U. of Illinois. The clinic for vocational agriculture teachers, home advisors, home economics instructors, college officials and others interested in farm work was held at Davenport.

NEW DIRECTORS of renamed Canadian Assn. of Radio and Television Broadcasters, photographed at annual convention in Montreal are (l to r): Seated, John Craig, CKX Brandon; J. A. Dumont, CJAD Montreal; F. H. Elphicke, CKWX Vancouver (president); Malcolm Neill, CFNB Fredericton (past president), and William Rea Jr., CKNW New Westminster; standing, F. B. Ricard, CHNO Sudbury; Gerry Goetz, CJCA Edmonton; Ted Campeau, CKLW Windsor-Detroit; Hal Crittenden, CKCK Regina; Wally Slatter, CJOY Guelph; Jack Davidson, CKGB Timmins; Jean Paul Lemire, CKCH Hull. Absent, E. F. MacDonald, CJCH Halifax (vice president), and Henri LePage, CHRC Quebec. Convention was held March 9-12.

Survey Minimizes Effect Of TV on Radio Listening

LITTLE change in radio listening habits in Canada's television areas is reported in a survey made by Elliott-Haynes Ltd., Toronto. The survey, based on 1948 and 1952 in the Toronto - Hamilton - Niagara area, shows sets-in-use during evening hours averaged 35.7 in 1948, when TV reception was negligible.

CANADA

In 1952, when there were about 130,000 TV sets in the area (representing close to 20% of the total homes), radio sets-in-use averaged 34.6 during evening hours. The total radio audience has not suffered to any marked degree with the advent of TV, the report shows. It recorded 248,000 TV sets in Canada Jan. 1.

Families, before buying TV sets, had not been enthusiastic radio listeners, preferring movies, social activities and reading, according to the survey. The TV audience came mostly from the 63.5% of the public which did not have sets turned on when surveyors called in 1948, showing, according to the report, that TV has built a new audience without disturbing the radio audience. Most TV families interviewed said newspaper and magazine reading has decreased, they see fewer movies, go out less socially, entertain more at home and sleep less.

The survey shows there are an average of 4.2 viewers for each TV set, compared with 2.75 listeners per radio.

More Commercials in Erin, According to Visitor in U. S.

GROWING trend toward commercial sponsorship of radio programs in the Republic of Ireland was reported in an interview with B•T Wednesday by Padraic O'Reilly, former chief announcer and station supervisor of Radio Eireann, Dublin.

IRELAND

Mr. O'Reilly, in New York for a week, was flown there by ABC to report the St. Patrick's Day parade on television.

He said three of the daily total of nine hours of broadcast time is sponsored on Radio Eireann, and industry leaders believe the government will make more time available to advertisers. In January, he said, the government appointed a five-man commission to formulate policy and supervise activities of Radio Eireann.

Mr. O'Reilly recently was appointed radio director for O'Kennedy-Brindley advertising agency in Dublin. He said this is the first time that an Irish agency has set up a radio department.

Radio Eireann, the sole radio station in Ireland, uses three transmitters to reach three million people there.

Bergen Tops in Canada Among Nighttime Shows

SIX of the leading 10 evening network shows in Canada for February were fed from the U. S., according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading were the *Edgar Bergen Show*, with a rating of 32.4; *Amos 'n' Andy*, 31.2; *Radio Theatre*, 29.1; *Our Miss Brooks*, 29.1; *Great Gildersleeve*, 21.5; *Your Host*, 20.9 (Canadian), *Wayne & Shuster*, 18.6 (Canadian); *Ford Theatre*, 18.4 (Canadian); *Suspense*, 18.1, and *Don Wright Chorus*, 18 (Canadian.)

CANADA

In the daytime, *Ma Perkins* with a 17.4 led the parade in February, followed by *Pepper Young's Family*, 16.9; *Right to Happiness*, 15.3; *Happy Gang*, 14.7 (Canadian), and *Road of Life*, 14.5.

The leading five French-language evening shows were *Un Homme et Son Peche*, 41.8; *Radio Carabin*, 35.6; *Chanson de l'Escadrille*, 27.9; *Metropole*, 27.7, and *Cure de Village*, 26.7.

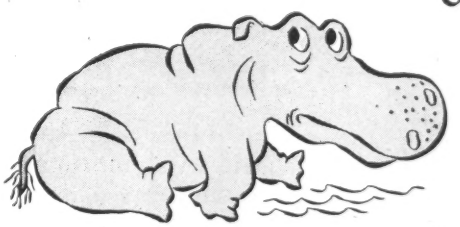
BBM Elects Officers

CHARLES R. VINT, president, Colgate-Palmolive-Peet Co. Ltd., Toronto, was re-elected president of the Bureau of Broadcast Measurement at the annual board meeting in Montreal March 12. Horace N. Stovin of the station representative firm of same name, Toronto, was elected vice-president. Athol McQuarrie, Assn. of Canadian Advertisers, Toronto, was re-elected treasurer, and C. J. Follett, ACA Toronto, is executive secretary. Three new directors were elected for three-year terms: William Cranston, CKOC Hamilton; Mr. Vint, and G. F. Mills, Spitzer & Mills Ltd., Toronto.

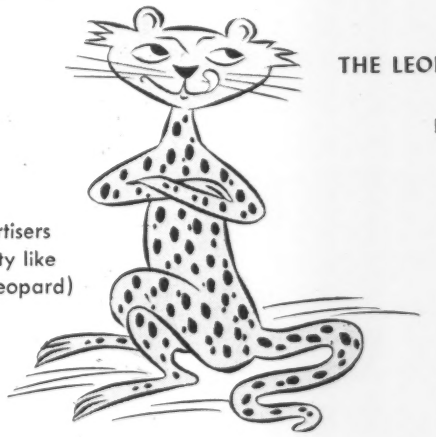
CANADA

Fables of the leopard and the hippo—#7

ON BEING WELL-FED



THE HIPPO: "There's a sameness in my diet every day. Much I can't digest."



THE LEOPARD: "Conversely, I stalk *only* the palatable fare. And so stay satisfied."

THE MORAL: TV food advertisers (who are crafty like the Spotted Leopard) keep sales curves well-fed in a similar way.

They single out and sell all-woman audiences. Through participations in cooking shows. On *Spot* TV.

They get good seasoning. Only the station, time and audience which make sales messages savory.

So they enjoy big portions—sales and resales.

Digest your food sales problems easily, too. Use Spot TV cooking shows. On these thirteen leading stations.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KPRC-TV . . . . . Houston
KECA-TV . . . . . Los Angeles
KSTP-TV . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WABC-TV . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WOAI-TV . . . . San Antonio
KGO-TV . . . . San Francisco
KOTV . . . . . Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

Rex Trailer's
WPTZ
"RANCH HOUSE"

"Pardner— I roped 5,396 letters with only two announcements!"

"I've been a trick rider and roper in rodeos, but never had a stunt equal what happened when I asked our WPTZ television audience to see how many four-letter words they could make out of the name of our show, 'Ranch House'.

"I asked them only twice, and I didn't offer the Grand Canyon for the most words—just a wrist watch from a local jeweler, but—

"We were swamped . . . with 5,396 letters, packed tight with words our fans took time to figure out.

"Maybe they like our show because it's not high-brow or high-pressure. Just a friendly get-together for some guitar, singing, and square dancing, three times a week—Tuesday, Thursday, and Saturday. But whatever it is, we've made real friends, of youngsters and grown-ups, too.

"You still have time to get in on 'Ranch House'—we have a few participations open,* and we'll make you at home. Can't promise 5,396 letters every time, but **we'll sure try!**"

(*Signed*) Rex Trailer

NBC
TV-AFFILIATE

*Call us at WPTZ, or see your nearest NBC Spot Sales representative.

WPTZ
FIRST IN TELEVISION IN
PHILADELPHIA
CHANNEL 3

1600 Architects Building
Philadelphia 3, Penna.
Phone LOcust 4-5500

features

- Daytime television is paying off. Page 82.
- A double antenna is insurance. Page 84.
- Bread merchandising goes western. Page 86.
- A formula for TV station futures. Page 88.

A radio-television success story:

HOW HOSPITALIZATION PLAN WAS SOLD IN INDIANA

BLUE CROSS-BLUE SHIELD has advertised in Indiana with success.

In this instance, it meant that the hospitalization insurance firm enlisted $100,000 of radio, TV, and newspaper space in an all-out campaign to stimulate individual and group enrollments. It was the first time Blue Cross had carried a paid advertising campaign in Indiana—and advertising people in Indianapolis are still talking about it.

Two TV and 20 radio stations put the message on the air. Thirty-six daily and 67 weekly newspapers printed it. Fifty thousand people heard and saw it—and took advantage of the medical plan.

Warren G. Davis, Blue Cross associate who generaled the campaign, describes it this way:

It didn't just happen—it was planned that way to acquaint the general public with the objectives of the Blue Cross-Blue Shield plan and to stimulate group and individual enrollments.

Radio and TV stations collaborated in an intensive educational or orientation drive, joining hands with newspapers in 34 central Indiana counties to put across the project Feb. 1-14.

Results Are Due To Broadcasting

"We feel that the results are very satisfactory and we attribute the success of the campaign primarily to the cooperation of broadcasting stations," Mr. Davis told B•T. Stations also donated time to the cause.

The story is one of participation by two television (WFBM-TV Indianapolis and WTTV (TV) Bloomington) and 20 radio stations (three FM) in the immediate area. The specific goal of Blue Cross-Blue Shield was to familiarize the public with the reasons for high costs of necessary hospital-surgical-medical care and the plan to pay for this care.

Of course, the job wasn't done overnight or even in a month. Last summer, Mr. Davis and Richard Miller, public relations director of Blue Cross-Blue Shield, spent two days at WLWT (TV) and WKRC-TV Cincinnati watching the plan in action.

"We came back with only an idea or a desire . . . not a plan of action," Mr. Davis explained, "for there are many differences between the Cincinnati and the Indiana Blue Cross-Blue Shield plans. One of the most important of these is the fact that the Cincinnati plan covers only a few counties right around Cincinnati while the Indiana plan is statewide."

That posed a question: Should the Indiana campaign be put on a statewide basis? Do we have enough manpower to handle a statewide campaign at this time? In the end, Mr. Davis and his associates decided it would be wiser to make a test on a smaller scale.

What better way to accomplish its purpose, Mr. Davis reasoned, than by word of mouth? The campaign was "b[illed] around TV, though nobody had the idea that TV would, or could, do the job alone," he explained. The campaign itself resolved into a thorough integration of all media, but with radio and television playing the predominant role.

As a result, Blue Cross-Blue Shield accomplished in two weeks, thanks to a concerted advertising drive, what it originally felt would take a year—handling 60 community re-enrollments in some 240 communities.

Buying Is A Job In Itself

Mr. Davis and his associates went to work in earnest. They scheduled two 15-minute shows, 33 five-minute programs, 72 one-minute announcements and 138 eight-second announcements (time signals or IDs) on WTTV and WFBM-TV, seeking out availabilities months ago. Says Mr. Davis: "It is quite a job even to *buy* that much TV time in a 14-day period."

Blue Cross also had its other problems. It bought time on WFBM-TV at the start of the campaign and, not prepared to fill it, turned to a professional cast of talent from WIRE and other stations. It put on a 15-minute show titled *Without Warning*. Messrs. Davis and Miller liked it so well they took the cast to WTTV (TV) and repeated the performance.

On radio, Blue Cross-Blue Shield bought time on 20 stations from early morning to late at night, with programs ranging from hillbilly shows to sponsorship of two complete opera broadcasts. Over 2,000 spot announcements were carried by area stations.

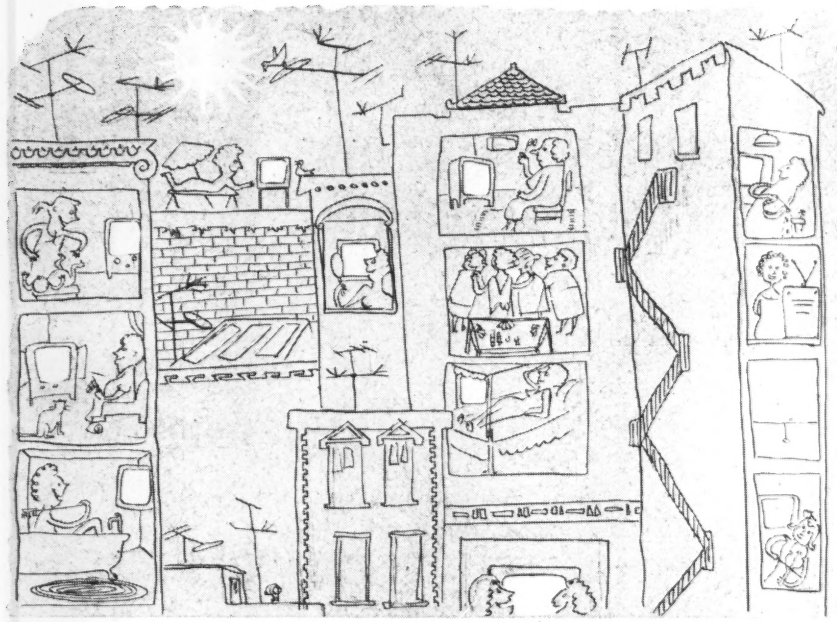
In addition to one-minute TV spots, Blue Cross also had two filmed spots in color—one for motion picture houses on 35mm and another for use on TV in 16 mm black and white.

"Thousands of applications for membership were received from people who have no group connection and have never been able to join Blue Cross-Blue Shield in the normal way," Mr. Davis recalled. He also cited gratifying response by telephone and mail from firms that wanted to enroll their employes in the plan. No final results will be obtained before the end of March.

In point of informing the public, Mr. Davis feels that the results were "terrific."

DAY TIME CAN BE

It wasn't long ago that a lot of broadcasters said that women couldn't spare the time from household chores to watch daytime television. How wrong they were is explained here by a manager whose station's daytime sales have risen 300% in a year.



By Craig Lawrence*

SOME years back, before the TV race had really begun, one of the frequently heard predictions was that women would be too busy to watch television in the daytime.

At that time I made myself fairly unpopular with wives of friends and acquaintances by sticking to the opposite viewpoint. I maintained then, as I do now, that women are never too busy to do what they want to do. Whether it's bridge, movies, gossiping—or television—they'll find time for it if the urge and attraction is there. Walk up and down Third Avenue in New York some sunny day and count the overworked housewives resting their elbows on windowsill pillows, just looking.

Experience has proved that women do have the time, and the inclination, to watch television in the daytime in ever-increasing numbers. The New York market is a good one to use as a gauge of the daytime potential, because it is one of the "oldest" TV markets, has about 77% set ownership and has had seven stations operating for a considerable length of time. Hence, the story of the growth of daytime TV here can be of interest to operators and prospective operators in other markets, as well as to advertisers and agencies.

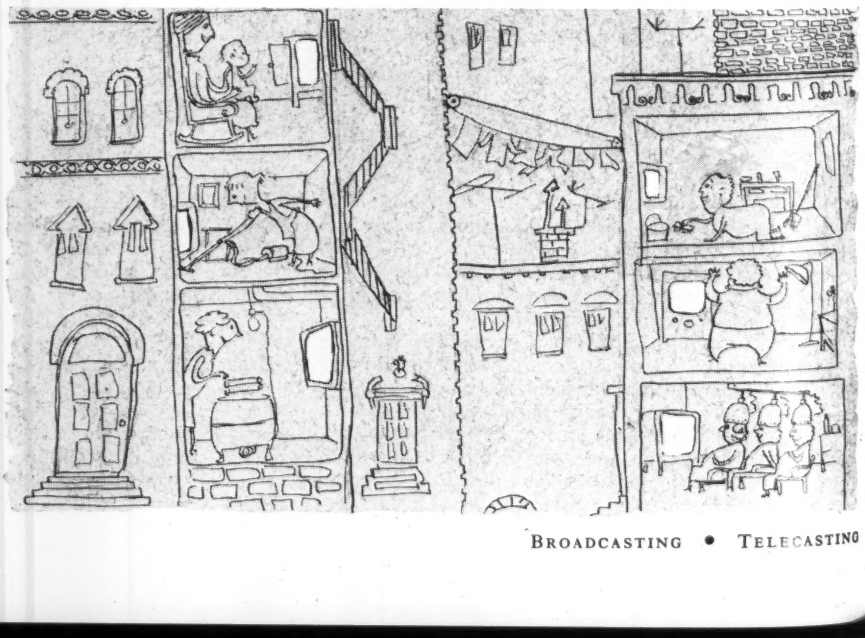
Last spring it seemed obvious to us at WCBS-TV and CBS-TV Spot Sales that the acceptance of daytime television by spot advertisers had not kept pace with its acceptance by viewers. At that time we started a continuing study and sales campaign which has brought new advertisers into the medium and encouraged others who had used it only in the evening to try the daylight version too.

One of the most significant studies we used was made by Advertest in May, 1952, in which there was a direct comparison of daytime viewing by women with the same month of 1951. It showed that there were about 24% more women viewing each day and that the gain in sets-in-use per daytime hour had increased about 38%.

Advertest also reported that these women watched daytime television for an average of 13 *hours* per week. The most awe-inspiring figure that could be drawn from this study was the 14,936,064 hours per week which Greater New York women were putting into the watching of television during the daytime. That was a gain of about 61% over the previous year and is a mighty significant figure for marketers and merchandisers to keep in mind. Nearly 15 million hours per week with one medium, in one part of the day, is something more than a sociological phenomenon.

Armed with this ammunition, we went to work. Our first effort was a modest-appearing, but well-documented, brochure which we called "In the Daytime, Too, It's Channel 2." In it we compared May, 1951, with May, 1952, showing:

a) The growth of general daytime viewing in the New York market.



* Mr. Lawrence has been general manager of WCBS-TV New York for the past year, joining that station after long executive service with various Cowles Broadcasting Co. stations, including WMT Cedar Rapids, Iowa, KRNT Des Moines, WNAX Yankton, S. D., and WHOM Jersey City. His latest pre-CBS post was vice president of WCOP Boston. In 1951-'52 he was First District director of NARTB.

A *HOT* TIME ON VIDEO

b) The increased number of women viewers;

c) The large increase in hours women watched TV;

d) The above-average gains in daytime audience made by WCBS-TV (the station's quarter-hour rating had risen 100%, from a 2.4 to a 4.8).

At the same time we introduced a new sales plan for daytime announcement users which we titled the "12 Plan." It was devised to encourage advertisers to use enough announcements each week to provide maximum unduplicated circulation, plus the sales power of repetition through adequate frequency. Under the "12 Plan," any advertiser using 12 or more daytime announcements per week receives a 45% discount from earned rate.

The next step was up to our salesmen. They, too, knew that the daytime TV audience presented a great untapped market. Employing the personal approach, they visited agencies and clients, told them the facts and figures and sold them on the idea of getting into daytime TV in a big way. Many of the first to sign with WCBS-TV were the largest and most insistent advertisers. Included were such accounts as General Foods, Flako Products, Vicks, Lever Brothers, Best Foods, Pond's, Hudson Pulp and Paper, Bab-O, Philip Morris and many others. Today 28 advertisers are using the "12 Plan." In order to accommodate these "12 Plan" users, WCBS-TV a few weeks ago went on the air 90 minutes earlier every Monday-thru-Friday morning. Only recently, it added an additional 75 minutes to its Sunday morning schedule.

To bring advertisers up-to-date on our daytime progress, we issued a second brochure, titled "Daytime Is Better Than Ever," in the fall of 1952, which showed the strong advertising acceptance of daytime television, WBCS-TV style. It pointed out how one advertiser, using shared station identification announcements, was making 4,222,750 viewer impressions a week—using only Class C time—at a cost of only 9½ cents a thousand! And it showed the healthy rating climb of daytime TV, with programs on WCBS-TV holding eight of the top 10 positions.

On the programming side also we found that the elimination of juvenile shows in the late afternoon was a profitable move. The young-fry audience in New York was being split too thinly, with almost every station aiming its programming at children during those hours. Since the housewife is still the chief buyer in the American home, we program exclusively for her and other adult members of the family now. As a result, our *Late Matinee*, from 5-6 p.m. Monday-thru-Saturday, is completely sold out. And this series has 48 participations a week!

In many other time periods the daytime schedule is much stronger than it was a year ago. The CBS-TV network now has Arthur Godfrey on the air for a full hour four days a week in the morning, from 10 to 11 a.m. Our local programming begins at 7:50 a.m. with *News and Prevues*, followed by *Telecomics* and *Time for Beany*, at 8 a.m. and 8:15 a.m., respectively, for the children before they go to school, and by *Kovacs Unlimited* for a full hour beginning at 8:30 a.m. The latter show did an excellent job at 12:45-1:30 p.m. and needed the expansion to accommodate increased daytime announcement business.

In the afternoon, such network shows as *Art Linkletter's House Party* have attracted new viewers. These were recently augmented by *Freedom Rings* and *The Eddie Albert Show*, with *The Big Payoff* set to join the schedule early in April. Networkwise the daytime business has been developing too, and in both areas, local and network, there has been a constant effort to maintain the upward trend of daytime viewing and to keep more New York eyes on Channel 2.

All of this activity has been coupled with heavy promotional and publicity campaigns, at both the local and network levels. The portion of WCBS-TV's promotion budget devoted to daytime was increased from 10% to nearly 40%. We used considerable space for daytime TV advertising in the local edition of *Quick* magazine, in *TV Guide*, *Parkeast* and in the major daily newspapers. Of course, we also pushed our daytime program schedules with heavy on-the-air promotion.

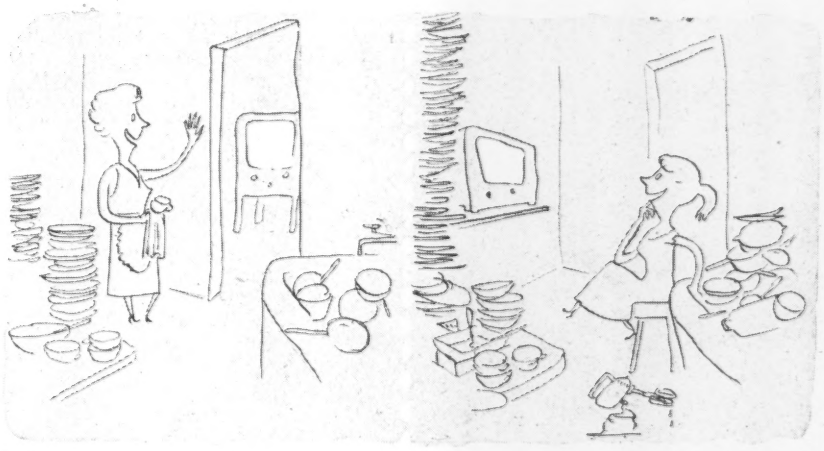
Today WCBS-TV has twice as many daytime spot advertisers using three times as many announcements as it had last year at this time. Some of these advertisers have never used the medium previously. Others were using daytime TV on a small scale and increased their schedules to take advantage of the combination of greater net circulation and repetition through frequency. Others added to nighttime schedules to reach women more times each week at a low net cost.

As we move into 1953, everything points to a continuing upward trend in daytime viewing an advertising. It is a good safe bet that there will be:

a) More TV homes in the market;
b) More sets-in-use per quarter hour;
c) More women watching TV;
d) More hours of viewing per week.

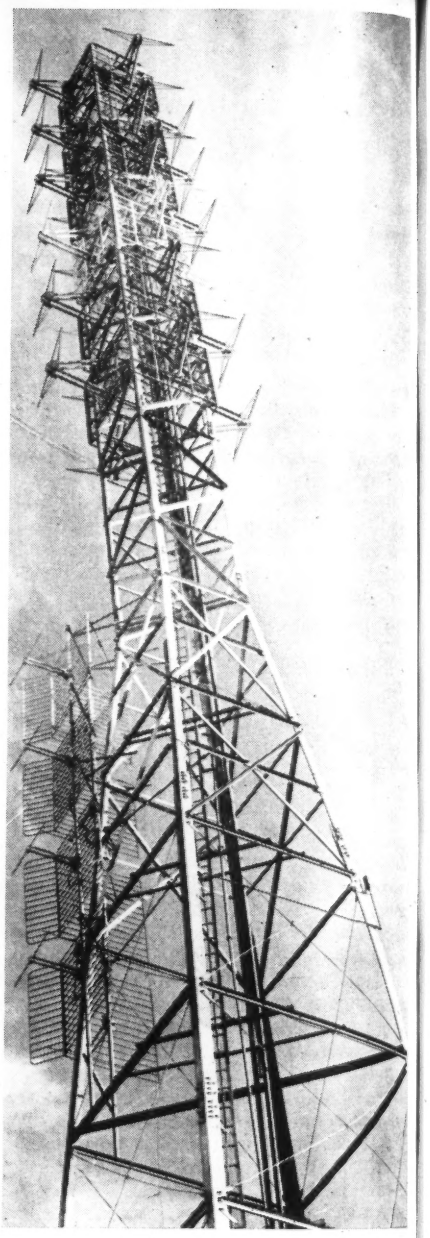
It is that combination which any advertiser who sells to women must weigh carefully in completing his 1953 advertising.

A year made a big difference in daytime audience. From May, 1951 to May, 1952, New York TV sets-in use gained 38%; about 24% more women were watching for an average of 13 hours per week. Total viewing in May, 1952, was nearly 15 million hours per week, up 61% over viewing the year before.



1951 1952

TWO ARE BETTER THAN ONE



TWIN antenna systems constructed at a total cost of $60,000 are being used by KRON-TV San Francisco, which believes it is the first single TV outlet to make use of this type of equipment.

The San Francisco NBC affiliate's double antenna systems thus protect its TV signal against interruption arising from storm or wind damage. The twin systems can be used interchangeably, with both picture and sound being fed to either antenna.

In operation since Jan. 3, the RCA TFS-6B4 double antenna group is believed by KRON-TV to be the first of its kind with a split feed. It is a variation of the so-called super-gain type, according to Chief Engineer Lee Berryhill, and transmits an omnidirectional pattern.

Located in an exposed site atop San Bruno Mountain, the KRON-TV tower is 1,480 ft. above sea level with a 1,441-ft. effective transmitting height for the double system. The station believes this is the highest origination point for any TV signal in Northern California.

Since the San Francisco Ch. 4 station's increase from 14.5 to 100 kw effective radiated power on Feb. 14, the KRON-TV signal normally has gone out simultaneously over both systems, Mr. Berryhill said.

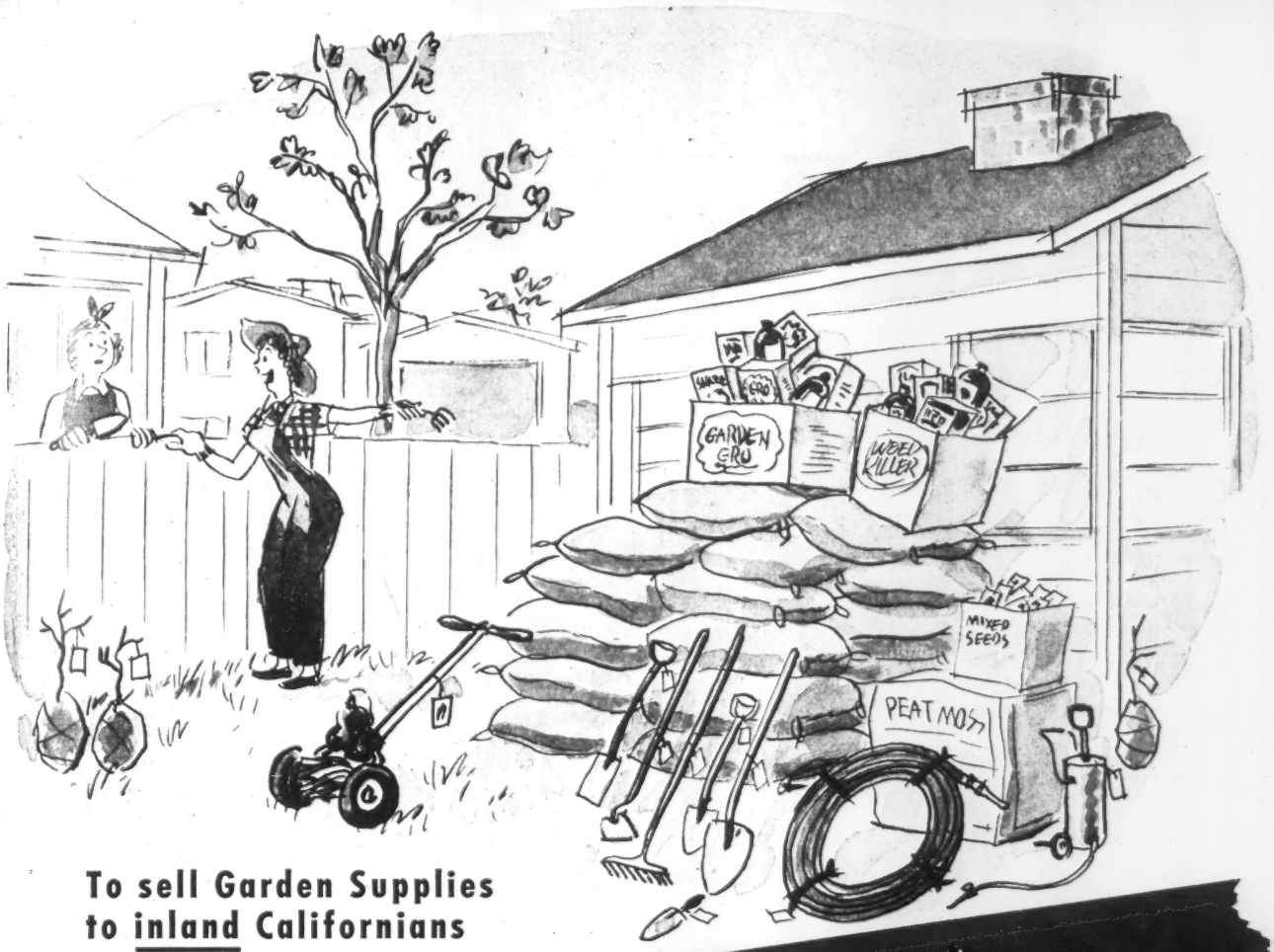
The station's tower, as now modified, supports both antenna systems, each system consisting of three layers of vertically stacked dipoles covering all four sides of the tower. Immediately below the top three layers of the first antenna is the second antenna system of three layers of dipoles. Each layer is backed by reflecting screens placed on all four sides of the tower. Each antenna system includes 12 dipoles, or a total of 24 for both systems.

Separate coaxial lines feed the two antennas, with power divided equally between them by a dividing T in the KRON-TV transmitter building.

The double antenna power gain of 4.5 enables the station's new RCA 25-kw transmitter to operate at its maximum 100 kw.

RUN ON STOCKINGS

BOOM in sales at Shepard's shoe store in Lansing, Mich., was attributable to a 3:15-3:30 p.m. disc jockey show on WILS that city, aired for three days directly from the store. The five-a-week, participating *Club 1320* is conducted by Dave Froh, who admittedly beams his talk to a feminine audience. Shepard's sold 47 pairs of $1.35 nylons for 79 cents each 25 minutes after they were offered on one of the three broadcasts, according to Homer Shepard, proprietor of Shepard's, a regular sponsor of *Club 1320*. Some 1,000 autographed photos of Mr. Froh were given away during the three broadcasts, and other requests for photos have come from all over central Michigan, the station reports.



To sell Garden Supplies to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

This season, as usual, there will be a bumper crop of back fence gardening conversation. But at the same time, *inland* Californians will be buying yards and yards of garden implements and supplies.

To tell them about *your* product, tell them on the BEELINE — a 5-station radio combination that gives you:—

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco and 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience, more favorable Beeline combination rates. (BMB and Standard Rate & Data)

Ask Raymer for full story on this 3½ billion dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

He's a cowboy who never shoots a varmint or hits leather to head 'em off at Eagle Pass, but a Washington food store chain is gambling $250,000 that he'll rope youngsters and their mothers into buying more Heidi bread than all the chuck wagons in the west could carry.

GIANT STORES BET A WAD ON A PEACE-LOVING COWBOY

By Jane Pinkerton

WHY DOES a local advertiser spend $250,000 a year on television, when the client used only an occasional participation before?

That's an answer which Giant Food Department Stores Inc., Washington, D. C., and WTOP-TV (CBS) find it easy to come by after months of preparation for an all-out promotion in behalf of Giant's 24 stores in the metropolitan area of the nation's capital.

Giant Stores, through Henry J. Kaufman and Assoc., Washington agency, is sponsoring 12 hours weekly of local programming on the CBS outlet there. The program is the *Pick Temple Show*; the star, Mr. Temple, a folksy, singing cowboy minus firearms who loves all the world's little critters and never uses the word varmint.

Random Last Year

Giant during the past year used a random participation schedule on Mr. Temple's show. During an executive review session, however, the food chain officials decided the time had come to push Heidi bread, sold only in the Giant outlets and made by a Giant subsidiary, Heidi Bakeries in nearby Silver Spring, Md. What was conceived as a small spot schedule for the bread, and, very incidentally, as a general Giant promotion, grew into a behemoth of local advertising.

Convinced that advertising should be comprehensive, meaningful and well done, Giant management turned down the less ambitious spot television plans and worked out complex details of an advertising, merchandising and promotion program which will cost about $250,000 the first year.

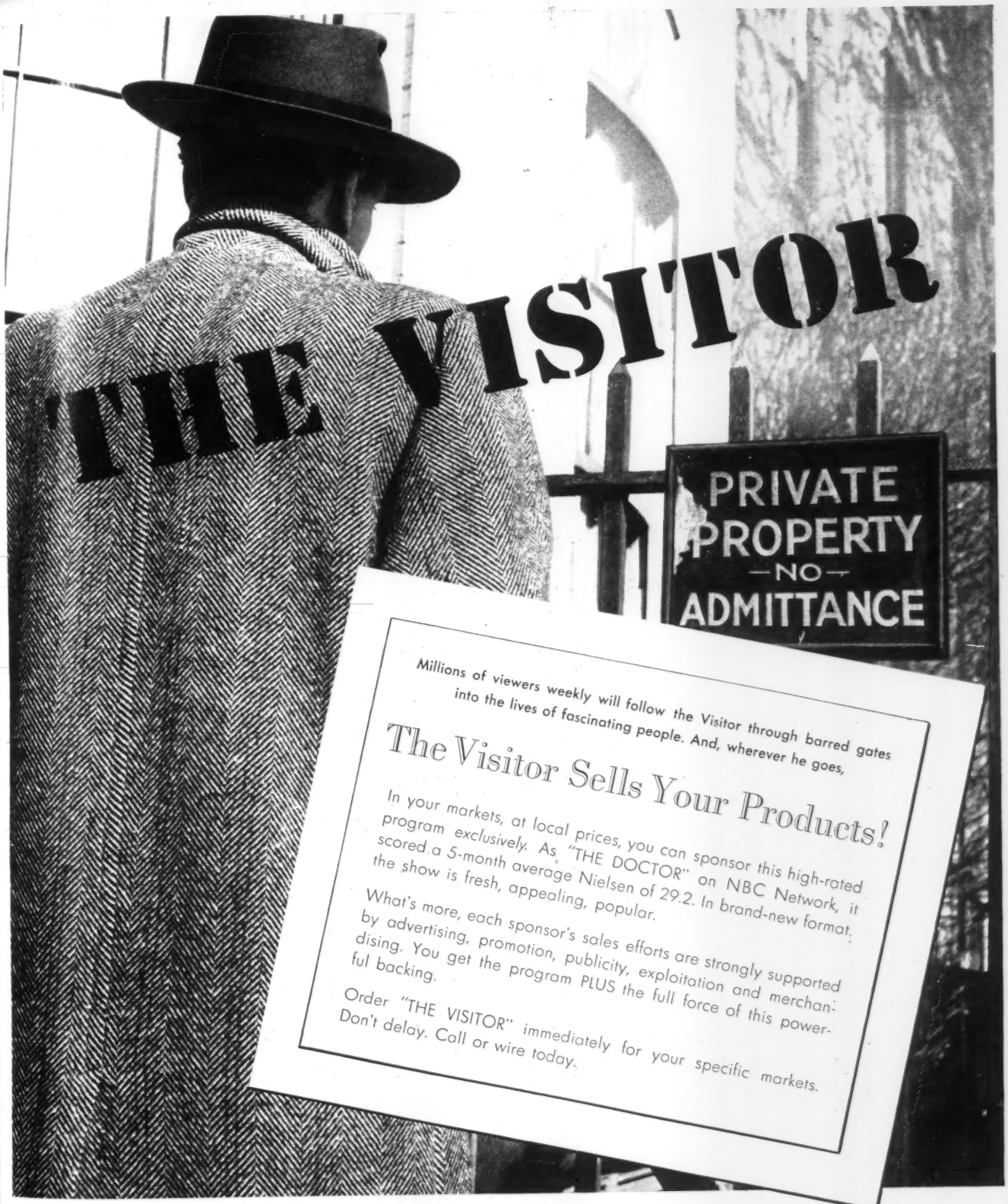
Because bread can be pitched easily to youngsters, the company went into the *Pick Temple Show* as a full-time vehicle. To gain the maximum in merchandising and a personalized touch, Giant insisted it buy Mr. Temple's services exclusively, using him on a firm one-year contract with option for another 52 weeks. Successful negotiations with WTOP-TV and John S. Hayes, president of the station (which is owned 45% by CBS and 55% by the *Washington Post*) resulted in cancellation of 11 spot schedules on the show and concentration on Giant sales messages starting March 1.

The cowboy-folk singer was selected because of the continuing craze among children for western heroes, and because competitive breads use similar idols (Sunshine bread uses Gene Autry; County Fair bread, the Cisco Kid, and Bond, Hopalong Cassidy). Giant had a wide choice of nationally-known cowboys which it could have sponsored on a local basis, but selected Mr. Temple because of his community identification, local popularity, availability for personal appearances and his uniquely-shaped cowboy personality which stresses the good behavior of children that concerned parents try to impress upon their offspring, usually without success.

Giant, because it is a local enterprise, feels a distinct responsibility to the community which it serves, says Robert Maurer, account executive and television director at Kaufman agency. Good business is good ethics, according to the definition in the

The moral here seems to be that if Heidi bread is good enough for Pick Temple's dog, it's good enough for Pick Temple's small fry audience.

Watching Mr. Temple feeding Lady are Robert Maurer, of the Kaufman agency (extreme left) and Clarkson Gemmill, of Giant stores.



Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

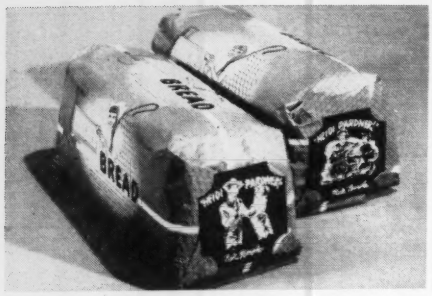
In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM PROGRAMS

NEW YORK, CHICAGO, LOS ANGELES



Giant dictionary, and, Mr. Maurer adds, good public relations.

In his presentation to the client, outlining the many advantages of this kind of sponsorship, Mr. Maurer crystallized philosophies of many Giant executives by outlining the "irreparable damage or the immense good" which television can effect. Mr. Temple, they believe, is a force for good, giving entertainment to all members of the household, adults as well as youngsters.

Giant expects, in the first year, to build him into a Heidi trademark, personalizing him to the point where the other national cowboy figures retreat further into a netherland of unreality. Children want, on occasion, to see their favorite stars, a remote eventuality in the case of personalities like Mr. Autry. Mr. Temple, however, will be accessible on many occasions, most of which are tied in directly with the show and the heavy merchandising which accompanies it.

Merchandising experts at the client firm, the agency and the television station have devised an elaborate merchandising program calling for a many-faceted campaign of saturation throughout the entire Washington area.

Saddle-Broken by Mail

Initially, all youngsters can enroll as a Pick Temple Giant Ranger Cowhand by getting a pre-addressed business reply card in any of the 24 stores. (Giant will build six more this year.) This, when forwarded —and no "box top" gimmick is required— entitles the youngster to a cowhand button, membership card and Ranger pledge, health chart and letter of welcome.

The youngster notes his accomplishments during the next month on the health chart, and it is countersigned by his mother (the bunkhouse foreman) and returned to Giant Ranch headquarters, after which he gets a ranch hand button and a Range rule chart. After living up to simplified "rules of living" outlined on the second chart, he returns them to get more material. All youngsters who write in have their names and birth dates on file, and the company plans each year to send the child a gift, beginning with a personally-autographed picture of Mr. Temple.

The March 1 start began with distribution of more than 100,000 balloons, dropped into food store shopping bags by the checkers. The company, in its first printing, published 200,000 16-page full-color comic books, with the television show as the theme; designed and printed dozens of different end-labels for the bread-loaves (drawn from scenes familiar to children watching the show), and printed 45,000 (as the initial order) buttons, health charts, rule charts, membership cards and fan pictures. The pictures, incidentally, are all gloss prints, more expensive but of better quality than photo prints.

In-store promotion complements the out-of-store promotion, with the largest display life-size cardboard cutouts of Mr. Temple standing beside the chuck wagon (the back of a standard covered wagon) on which loaves of Heidi bread are displayed. The real chuck wagon appears on the

HOW'S YOUR LOCAL TV FUTURE?

By Don W. Lyon*

1. How can my station increase its share of audience?

2. How can all stations in my market increase the television sets-in-use index?

3. Are my rates too high?

4. Can I pare my operating expenses even more than they have been?

5. How many stations will there be in this market in five years?

6. How many television homes will there be?

7. What is my cost-per-thousand homes figure going to look like in five years?

8. How good a competitive figure will I be able to offer local advertisers at that time?

These are questions that will need answering, for regardless of the glowing profit picture of many stations, television is still a long-term investment. And although some of the questions are made academic now by an unrealistic competitive situation, one has only to visualize two to four more stations in each market to see how real these questions will be in five years. To answer them for all markets—or for any single market—is not the purpose of this analysis. Rather, this is an approach that can be used in each market so that an owner or manager can figure out his own answers and draw his own conclusions.

The tables should be used as examples of the method. Figures change almost weekly. New factors are added or deleted, and other variables are constantly being introduced. Whereas these variables prevent the tables from being used as answers, a manager nevertheless should, for his own market, be able to project his competitive picture five years into the future and see the problems that face him in administration, programming, promotion and sales.

Assumptions and Sources

Here are the assumptions made and the sources of information used to set up the tables:

A. The particular markets selected were chosen only because of geographic distribution and variety of size.

B. The number of stations for each market as listed in Table 1 is the same as the number of commercial channels allocated by the Commission.

C. In Table 2, the number of stations has been reduced by two in each case, with the exception of Providence, Rhode Island, where only one station was subtracted from the Commission's allocations. The purpose of this is only to help a manager make up his mind in deciding which gives him a lower cost per thousand television homes—i.e., fewer stations or a greater total sets-in-use-index. Notice that in some areas the higher sets-in-use index (60%) is more effective in lowering the cost per thousand homes than eliminating two of the future stations in those areas. This, of course, is due to the fact that in those markets with more than five stations, the increase in audience is greater when a larger percentage of the total is used than when a smaller percentage is divided among fewer stations.

D. The 1958 figure for television homes was obtained from the number of *radio* homes in each of the television market areas, according to an NBC study, as of May 1, 1952. This figure was selected because it seems to offer the most logical maximum. That some day there will be as many television homes as there are now radio homes seems very possible, but it's hard to imagine that, in five years, there will be significantly more television than radio homes. It is largely around this point that a manager must build his local television future. Without either (A) a phenomenally large number of television homes or (B) an unusually high sets-in-use index, so that his station has a great many homes watching his programs, he may not be able to meet the competition of other media. In many markets, this problem is not a great one now, but a lowered sets-in-use index, together with an increased number of stations, might make it an extremely serious one. There is no indication

* Mr. Lyon is a television consultant and director of television and radio at the U. of Rochester, New York.

show, serving as a background for the informal commercials which Mr. Temple gives. Mr. Temple shops in one of the Giant stores each week, but no prior announcement is made as to which store because the traffic flow would be completely disrupted.

Pony Picnic

Giant is planning a pony picnic, and has been scouring the territory around Washington for an appropriate site which could accommodate several thousand youngsters and (considerably fewer) ponies. A feature of the show is a free "ride" for guests on a fake pony in the studio.

Mr. Temple uses no written commercials or script, although he follows a fact sheet. He appears Mondays through Saturdays from 4 to 5:45 p.m. EST, during which time he gives three commercials and/or Giant mentions, all integrated into show continuity woven around the feature film. On Sundays, the program is aired from 11 to 12:30 p.m. Week-day audiences are estimated at 50,000 daily, topped by 75,000 on the weekend.

The initial promotion centers on Heidi bread (Mr. Temple greets his audience with "Heidi, partner") and general promotion for Giant, but subsequent plugs will probably be given to other Giant private-label items, such as its butter, eggs and coffee. Heidi, even though it is only a year old, outsells all other breads in Giant stores at the rate of three to one. In the Washington market, however, it accounts for a very small percentage of total bread sales. Market figures show generally that the top three ranks are taken by Wonder, Bond and Wright's, which, combined, get an estimated 55%-65% of the bread dollar in the area.

Old Hand

Mr. Temple has been a WTOP-TV personality since January 1951, and joined WTOP in 1948 when he handled a series of Sunday afternoon programs of folk music which preceded network broadcast of the New York Philharmonic. He is an authority on folk songs, many of which he has collected himself, and has several recordings in the American Folk Music collection at the Library of Congress in Washington. A so-termed "serious" folk singer, he was transformed into a popular cowboy figure with the addition of a 10-gallon hat and a television camera, both the ideas of Mr. Hayes, president of the station.

He is the "right" vehicle for television, in the opinion of Clarkson Gemmill, advertising director of Giant, who believes strongly in television but "treads carefully" in its presence because of its impact as a mover of merchandise and a molder of children's character.

Fan Letter

He and his Giant associates are delighted with fan and customer reaction, and with a rare kind of letter which a mother sent Mr. Temple last week. Commending the cowboy singer for "the fact that you never exploit children for the sake of a laugh at their expense," she noted "It is easy to play along with children's more primitive inclinations and win their applause, but it takes real skill to bring out the best in them and make them like it!"

As for the Temple folk music, "Our three-year-old copies you, singing (in his own way) sadly for 'When I Walked Down the Streets of Loredo,' and getting a twinkle in his eye and tapping his toe for 'Big Rock Candy Mountain.' I don't mean he sings them accurately, but he *feels* them, and that's what's important."

This kind of response, Giant executives believe, makes good friends, and good friends make fine customers.

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that television viewing five years from now will be significantly less than it is today, but certainly in view of radio's rather low average sets-in-used index, it is a possibility that must be considered, as audiences become more and more blase' about television.

E. The half-hour Class A rate used in each market is the average of the existing rates as listed in Standard Rate and Data. It is the one-time rate and includes no discounts, but neither does it include any costs for studio time, talent or production expenses.

F. The sets-in-use figure, of course, is either 40% or 60% of the projected television homes, with each station getting an equal share of that audience.

G. The cost per thousand television homes was arrived at by dividing the half-hour Class A average rate by the thousands of homes allotted to each station as its audience.

H. The cost per thousand newspaper homes was obtained as follows: 2400 lines were used as the basis for a full page. The flat line rate for general advertising, as given in Standard Rate and Data, was used for the paper having the largest circulation in each market. No combination rates were allowed, even though in many areas they are possible. No frequency discounts were allowed for either newspapers or television. No production costs for either medium were allowed. No readership figures or number of viewers per set were allowed. The unit of measurement in each instance was the cost per thousand homes—assuming only that a television set in use is being watched and that a newspaper delivered to the home is read.

These are the reasons and assumptions for the following tables, offered in the hope that they will prove helpful to you in determining future plans for the development of your station.

TABLE 1—

City	FCC Commercial Allocations	Average ½ hr A Time	TV Homes 1958	40% Sets In Use	Cost/M TV Homes	60% Sets In Use	Cost/M TV Homes	Cost/M N.P. Homes For Full Page
Baltimore	5	435	460,000	184,000	11.75	276,000	7.75	10.00
Birmingham	4	240	260,000	104,000	9.00	156,000	6.10	9.00
Boston	6	825	1,105,000	442,000	10.75	660,000	7.50	12.75
Buffalo	4	420	354,000	141,600	11.75	210,000	8.00	5.40
Chicago	9	910	1,730,000	692,000	11.75	1,038,000	7.90	5.25
Cincinnati	5	510	416,000	166,400	15.25	249,000	10.25	5.50
Cleveland	5	550	815,000	326,000	8.50	489,000	5.60	5.30
Detroit	5	810	935,000	374,000	10.75	561,000	7.20	4.70
Houston	5	360	333,000	133,200	12.50	199,000	9.00	6.00
Kansas City	5	470	455,000	182,000	12.50	273,000	8.60	6.30
Los Angeles	9	770	1,664,000	665,600	10.40	998,000	7.00	5.25
Milwaukee	5	576	409,000	163,600	17.00	245,000	11.75	4.30
Minneapolis-St. Paul	6	630	457,000	182,800	20.00	274,000	13.75	7.80
New York	7	1,655	4,190,000	1,676,000	7.00	2,514,000	4.60	4.10
Philadelphia	6	900	1,327,000	530,800	10.00	796,000	6.80	4.10
Pittsburgh	5	600	767,000	306,800	9.75	460,000	6.50	6.15
Providence	3	510	399,000	159,600	9.50	239,000	6.40	6.25
Rochester	4	410	203,000	81,200	20.00	128,000	12.80	10.90
San Francisco	9	510	967,000	386,800	10.75	580,000	7.90	8.30
St. Louis	6	570	585,000	234,000	14.50	351,000	9.75	5.15

TABLE 2—

City	FCC Commercial Allocations Minus Two	Average ½ hr A Time	TV Homes 1958	40% Sets In Use	Cost/M TV Homes	60% Sets In Use	Cost/M TV Homes	Cost/M N.P. Homes For Full Page
Baltimore	3	435	460,000	184,000	7.00	276,000	4.75	10.00
Birmingham	2	240	260,000	104,000	4.60	156,000	3.00	9.00
Boston	4	825	1,105,000	442,000	7.45	660,000	5.00	12.75
Buffalo	2	420	354,000	141,600	5.90	210,000	4.00	5.40
Chicago	7	910	1,730,000	692,000	9.20	1,038,000	6.00	5.25
Cincinnati	3	510	416,000	166,400	9.20	249,000	6.00	5.50
Cleveland	3	550	815,000	326,000	5.00	489,000	3.25	5.30
Detroit	3	810	935,000	374,000	6.50	561,000	4.25	4.70
Houston	3	360	333,000	133,200	8.10	199,000	6.00	6.00
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New York	5	1,655	4,190,000	1,676,000	4.90	2,514,000	3.25	4.10
Philadelphia	4	900	1,327,000	530,800	6.75	796,000	4.50	4.10
Pittsburgh	3	600	767,000	306,800	5.80	460,000	4.00	6.15
Providence	2*	510	399,000	159,600	6.30	239,000	4.25	6.25
Rochester	2	410	203,000	81,200	10.10	128,000	6.40	10.90
San Francisco	7	510	967,000	386,800	9.10	580,000	6.10	8.30
St. Louis	4	570	585,000	234,000	9.75	351,000	6.50	5.15

* Only one station was subtracted from the Providence allocations.

DISTINGUISHED service "Washingtonian" award of Washington, D. C., Junior Chamber of Commerce has been presented to John S. Hayes (l), president and general manager of WTOP-AM-TV Washington. Presenting award for "outstanding leadership and imaginative development of radio and TV programs" was Douglas R. Smith (r), National Savings & Trust Co. Chairman of awards committee was Judge Frank H. Myers (center), D. C. Municipal Court.

Stations Compete for Underwriters Awards

TWENTY radio stations and four TV stations, along with 44 newspapers, have been nominated by their respective communities for 1952 Gold Medal awards of the National Board of Fire Underwriters.

In announcing nominations last week, NBFU noted entries were recommended by fire department officials and civic leaders who judged the year-round contributions in fire prevention and fire safety. Radio and television station entries:

WKBW Buffalo, WJPD Ishpeming-Negaunee, Mich., WKZO Kalamazoo, WKMI Kalamazoo, WCCO Minneapolis, KMLB Monroe, La., WGH Norfolk, KFAB Omaha, WDBO Orlando, KWKW Pasadena, WJAR Providence, WRNY Rochester, KXA Seattle, KIRO Seattle, KRSC Seattle, KANS Wichita, WILK Wilkes-Barre, WSJS Winston-Salem, WTOB Winston-Salem, WNAX Yankton, S. D., WAAM-TV Baltimore, WBZ-TV Boston, KRLD-TV Dallas and WFMY-TV Greensboro.

The winner in each of the radio, television and newspaper classifications will receive a gold medal or $500 in cash, NBFU said. Honor awards also will be made. Selection of winners will be announced at a reception in New York April 9. This marks the first time a Gold Medal award will be made to a TV entry.

Judges serving on the panel for radio and television are Stuart Novins, CBS Radio director of public affairs; Leonard Blair, ABC eastern program director; Nat Shoehalter, WAAT-WATV (TV) Newark, N. J., director of public service programming, and Edward Stanley, NBC manager of public service programs.

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

charles michelson, inc.
15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood — BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

Ad Woman of Year Award Contest Closes April 1

DEADLINE for entries for the annual Advertising Woman of the Year award, sponsored by the Council on Women's Advertising Clubs of the Advertising Federation of America, is April 1.

Full details may be obtained from AFA headquarters, 330 West 42nd St., New York 36, or through any organization affiliated with AFA. Nominations may be made by individuals or organizations. Blanche Clair of Allen, Lane & Scott, Philadelphia, is general national chairman of the award committee. Winner will be announced at AFA's convention in Cleveland, June 14-17.

TV Script Contest

STUDENTS enrolled in colleges or universities offering courses in radio or TV are eligible to compete for the first annual Victor Frenkil TV Script Award. The prize, $500 for the television script showing the "greatest potential of professional ability," was announced last week by Prof. Warren L. Strausbaugh, acting head of the U. of Maryland speech department, which will make the selection. Entries should be sent before May 11 to George F. Batka, assistant professor of speech, U. of Maryland, College Park. Announcement will be made about May 25.

Utley, Murrow to Be Cited

SOUTHWEST Journalism Forum will present awards to NBC's Clifton Utley and CBS' Edward R. Murrow, among other newsmen, in Dallas, Texas, May 2. Mr. Utley, radio-TV commentator at NBC Chicago and columnist of the *Chicago Sun-Times,* will receive an award for "top radio reporting", and Mr. Murrow a similar one for television. Others to be honored include Ralph McGill, *Atlanta Constitution;* James Reston, *New York Times,* and Richard Rovere, *New Yorker* magazine.

RADIO NEWSREEL

MERCHANDISING plan for WOR New York and 4,100 drug stores launched by: (Seated, l to r): Dr. Robert L. Swain, ed., *Drug Trade News* and *Drug Topics;* William Crawford, sls. mgr., WOR; Dominick Forlizzo, pres., Pharmaceutical Council; (standing) Prof. S. B. Jeffries, adv.-merch. adviser to council; Dan McCullough, *Tello-Test,* show used by group; Richard Storm, sls. mgr., Schieffelin & Co.; R. Volkening, sls. mgr., Rogers Drug Co.

DISTINGUISHED service award for 1952 goes to Lowe Runkle (r), of Oklahoma City agency that name, from Jim Willis, WKY-TV, and pres., Oklahoma City Adv. Club for Mr. Runkle's work in city's United Fund Drive.

VISITING FIREMAN by his own admission is Edmund Abbott, radio-TV dept., Foote, Cone & Belding, Cgo., as he gets the treatment at KBIG Avalon, Calif. from secretaries Mary Lou Conte and Gloria Bizari.

FM RADIO pulled 3,000 pieces of mail during a two-week baseball promotion at WNEX-FM Macon, Ga. in a contest sponsored by Graybar Elec. Co., Zenith distributor. Marion Bragg (l), coml. mgr., and Bob Savage, spts. anncr. tabbed mail from 80 cities.

PROGRAMS & PROMOTION —

NBC EVENING PROGRAMS

NBC spot sales has issued a promotion piece designed to point up the sales impact of late evening NBC radio programs aimed at an all-adult audience in New York, Washington, Cleveland, Chicago and San Francisco. Titled "Billy the Kid Packs a Mighty Wallop . . . But it's His Daddy's Wallet That's Loaded," the folder claims that local NBC radio shows between 11 p.m. and midnight can deliver a sales message to a vast, wide-awake audience for as little as 29 cents per thousand adult listeners."

NEW PACKAGE PLAN

WMAL-TV Washington has inaugurated a new package plan, called the "7-11" plan, according to an announcement made by Harvey Glascock, sales manager for WMAL-TV. Any advertiser buying 11 or more announcements per week now earns a frequency discount of 45% in addition to the station's regularly earned frequency discounts. Prior to the "7-11" plan, this additional discount amounted to 30% for a schedule of 11 or more announcements. Mr. Glascock pointed out that the purpose of the plan is to encourage large-volume advertisers to allocate bigger spot budgets to WMAL-TV and to allow the advertiser a greater spread of his budget throughout all time classifications.

FIRE COVERAGE

DUE to the chance passing of the WWJ-TV Detroit mobile unit, returning from a remote pickup, thousands of Detroiters were able to watch a $500,000 fire from their living rooms. Upon arriving at the scene of the fire, remote engineers obtained permission for the telecast and for newscaster Jack Clark to report the on-the-spot-at-the-moment coverage on his 11 p.m. newscast.

LONG-TERM ADVERTISERS

LITTLE Potts Furniture Store and Hampden Rug Cleaners have been advertising on WFBR Baltimore's *Club 1300* for 11 years, according to a trade magazine ad which is now being used as a promotion piece. The ad features the slogan: "Still riding WFBR's 'gravy train' after 11 years!" and further emphasizes the success of WFBR advertisers, both local and national.

DIET PROMOTION

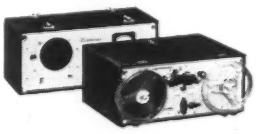
TO PROMOTE Tafon weight-reducing product, Johnston, Freedy & Lampson Inc., Hollywood (distributors of drug products), is following the progress of ex-wrestler Jules Strongbow, who started Feb. 23 to lose 90 pounds in 90 days. In addition to 2½-minute five times weekly *How Much Does Jules Weigh* on KTTV (TV) Hollywood, firm also sponsors Monday evening wrestling, in which he handles interviews and color, half-hour weekly *Tito Guizar Show* and co-sponsors twice-weekly quarter-hour *Glamour Session* on same station. Agency is Frank J. Miller Adv., Hollywood.

ART CONTEST

AS a means of determining, at a low cost, what artistic talent was available in its local area, WLEC Sandusky, Ohio, offered $25 for a win-

magnecord Voyager

magnecord's new one-case portable professional tape recorder



The Famous Magnecorder— Standard of Broadcasters

Easiest to Handle— At last, a professional portable recorder and amplifier in a single case, light but rugged to take the most difficult remotes. The Voyager has been thoroughly field tested and it's been voted the best of travelers. Lighten your remote work, insure perfect recording — use the Voyager, newest member of the Magnecord family.

Professional Quality—Frequency response with tape is ± 2db from 50 to 15,000 cycles per sec. at 15 in. per sec. tape speed. The amplifier has bridging and low impedance mike inputs with 600 ohm output. Headphone monitor jack on front.

A Natural For Advertising Agencies— The Voyager is so flexible you can use it in a multitude of ways — air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions, client presentations. Ultimate in quality.

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC

Dept. B-3A, 225 W. Ohio St., Chicago 10, Ill.

ning sketch to be used as a visual identification station symbol for promotion material and possible slide TV use later. The board of directors of WLEC, who served as judges, had difficulty in choosing among the 47 entries submitted by commercial artists and students in the advanced art class of the local high school, but finally selected two winners, one for present promotion and one for a future test pattern. The contest stressed the idea angle rather than the finished product.

'CLOONEY CLUB'

IN APPRECIATION for promotion given Rosemary Clooney on KJUC Junction City, Kan., by Dean Curfman and John Webb on their respective programs, *Music for Milady* and *John's Web*, Messrs. Curfman and Webb were awarded a certificate of membership by the "Clooney Club" of Ft. Riley. The certificate, which measured 17 by 22 inches, was written in red ink as is all the club's correspondence, and contained few words other than those beginning with "c." The station relates it has done nothing in particular to promote the club; it just "grew."

CAREER OPPORTUNITIES

CLOSED circuit telecast designed to show high school seniors and juniors in the New York area opportunities for careers in science and engineering were carried from an ABC-TV studio to seven New York theatres March 21, 10-11 a.m. EST. Program was arranged by Technical Societies Council of New York through the cooperation of the Public Service Committee of Theatre Television Industry, New York U., and New York City Board of Education.

Love Those Pitches

LISTENERS in San Antonio like their radio commercials dished up regularly, and object to straight music without spots and participations.

KITE - AM - FM two months ago changed its policy of AM-FM program duplication during the daytime, and fed only music to the FM outlet, eliminating commercials and substituting 30 and 60 second breaks of silence.

After a month, the station surveyed listeners and found only one who preferred the broadcasts minus commercials, with 94 reporting they felt as though they "were missing something" and wanted the commercials back.

KITE-FM spots have been reinstated, continuing at night when the AM affiliate goes off the air.

FRENCH DRAMA SERIES

FRENCH Broadcasting System has recorded especially for the National Assn. of Educational Broadcasters a series of classical French dramas, acted by the Comedie Francaise, and a series of contemporary French music programs with commentary by the composers. The drama series had its premiere over WNYC New York on March 7 and, together with the music programs, will be made available to member stations of NAEB.

CREATURES OF IMPULSE

THE UNIVERSITY of Michigan announces a new series of television dramas to be launched by a half-hour play, "Creatures of Impulse," by W. S. Gilbert. The play, presented by the university in cooperation with WWJ-TV Detroit on March 14, marks the transfer to television of a radio series for children, *Down Story Book Lane*, presented by WWJ for the past four years. The new series of plays is a result of the joint efforts of James Hunter, program manager for WWJ-TV, and Professor Garrison, director, U-M TV. Under the supervision of Robert Ritter of WWJ-TV, the series will present original plays and adaptations, prepared by university students studying TV.

INSIDE THE KREMLIN

NEWSMEN Chris Condon and Bill Porter came up with an "All-Soviet" edition of *Who's News* on March 8, reports WTAG Worcester, Mass. Each week the news series gives biographical profiles of people in the headlines. On the "Soviet" program, Messrs. Condon and Porter presented life stories of Malenkov, Vishinsky, Beria and Stalin, plus speculation on what could be expected from the new regime, and as an extra gimmick, recorded excerpts from a Stalin speech. *Who's News* won a 1949 Peabody Award as the best news program in Massaschusetts.

MASS FOR SHUT-INS

A MASS originating from Dahlgren Chapel on the campus of Georgetown U., Washington, D. C., is being broadcast by WWDC Washington, every Sunday from 7:30 to 8:00 a.m. The "mass for shut-ins," under Father Francis Heyden, is designed for those who are prevented from attending church because of illness or physical disability. Although the program has been a regular radio feature in the Washington area since 1946, its switch to WWDC, as of March 8th, will permit the program to be heard in a wider area, according to a release from the station.

NEWSLETTER ON DEVELOPMENTS

SERIES of news letters on industrial developments in the area covered by the Crosley Broadcasting Corp. station is being sent to the advertising trade, it was revealed by Fred Gregg, promotion chief for WLW and WLWT (TV). The first letter outlined the industrial growth of the Pike County, Ohio, area where construction of the $5 billion atomic energy project is underway. Subsequent letters will be issued as new industry moves into the four-state area or other changes come in the economics of the region served by the Crosley radio and TV stations. The newsletters will quote independent and government sources.

WCBS GOES ON TOUR

IN RESPONSE to "ever increasing demands" from charities, civic clubs and community organizations, WCBS New York has adopted a formula long used successfully by the legitimate theatre. "Road shows" featuring top WCBS talent have been packaged by the station and will appear at benefits and local functions in nearby communities, program director Sam Slate announced last week. Varying in length built around local station personalities heard from 20 to 30 minutes, the "road shows" are daily on the CBS Radio key outlet.

PUBLIC SERVICE

EVERY time KISW-FM Seattle airs a public service announcement, the station returns the copy to the source supplying it with a covering note signed by Ellwood W. Lippincott, station owner. The note reads: "The attached an-

QUAD-CITIANS

cross the borders easily. They shop the retail stores of all the four cities . . . to get the products and the values they seek.

•

WHBF influences their movements a great deal.

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

National Advertisers
When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask
JOS. WEED & CO.
350 Madison Ave., New York
They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA
CHNS
HALIFAX NOVA SCOTIA

WRNY All-Music Format

ALL-MUSIC schedule of programming has been instituted by WRNY Rochester, 250 w daytime independent, and the station claims a "wonderful response" from both listeners and sponsors.

Mr. Huff

The all-music format, which the station claims is brand new to western New York and "possibly to the entire country," was devised by W. Eccles Huff, general manager. WRNY programming formerly was "very heavy" on sports coverage, Mr. Huff explains.

Instituted as "the successful answer to heavier competition by television in the years ahead in the Rochester market," the WRNY music format now is presented as one single program from sunrise to sunset. Spot news is given on the air as a listener service, but sports play-by-play, daytime serials and other such programs are banned.

Local business at the station, which now identifies itself as "WRNY Music," is up 30% since the change, Mr. Huff reports, adding that greater increases are expected during this year. Each of the four local salesmen carries on calls with him a portable radio to demonstrate WRNY music with his sales pitch. Extensive publicity has been begun to promote the changeover.

"WRNY Music" recently was purchased by Bachman Enterprises, owned by Stanley, Bernard and Jerome Bachman, from a Rochester group headed by Louis A. Wehle, board chairman of the Genesee Brewery.

Now comes April with its Spring Fashions In Western Montana it's fashionable to use . . .

The Art Mosby Stations

CBS KGVO · KANA

Missoula 5kw Day & Nite

Anaconda Butte 250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL, KEEFE & PERNA N.Y., Chi., La. & S.F.

nouncements were broadcast over Seattle's Finer Music Station, KISW-FM, as a PUBLIC SERVICE and without cost." Dates and times of broadcast are indicated on each announcement.

THE EYES HAVE IT

STAN MATLOCK has collected more than 1,000 pairs of glasses in his recent campaign via his disc jockey program, *Magazine of the Air*, on WKRC Cincinnati. Mr. Matlock collected the specs—from sunglasses to bifocals—in conjunction with the national "Eyes for the Needy" organization, which salvages frames, bridgeworks, cases, and melts down gold to procure funds for glasses for needy persons. *Magazine of the Air*, previously a morning program, has been expanded to include an afternoon edition.

APPLE BLOSSOM TIME

FRANK HARDEN and Jackson Weaver, WMAL Washington's comedy disc jockeys, are taking to the road. The pair will air both their 10:15 network program and their 10:35 local program from the 26th Annual Shenandoah Apple Blossom Festival at Winchester, Va. The program will adhere to the same fundamental format of novelty records and ad lib humor plus brief interviews with visitors at the Festival.

AUDITIONING AT THEATRE

PERFORMERS doing their musical quiz program at a movie theatre will be tape recorded by WICC Bridgeport without audience awareness of what is going on. Should the audience's reaction merit it, the program will be put on the broadcasting schedule.

CHILI TODAY

NEWS and public affairs department of CBS Washington is thinking of covering its cluttered news desks with checkered tablecloths. It started when Bill Costello gave President Eisenhower's favorite chili recipe as his *White House Story of the Week* on his March 1 newscast. Network reports that letters began to pour into the office asking for copies of the recipe. More recently, the office began to get requests for another food dish—this time the bean soup which has been served in the Senate Dining Room since 1907. Paul Johnson, the headwaiter, aroused appetities when he mentioned the soup on *Washington, USA*, March 7.

CONTRACT for half-hour wrestling program on KTSM-TV El Paso, Texas, was signed by Richard Azar, owner of Dickshire Distributing Co., on behalf of Coors beer. Standing (l to r): Karl Wyler, KTSM-TV president and general manager; John Conboye, station salesman, and Paul Reeves, advertising manager, Adolph Coors Co. Pact covers 52 weeks of Wednesday evening matches from Chicago. In negotiating agreement, Coors adhered to policy of no-beer-advertising on radio-TV before 9 p.m.

Bird Calls

SUCCESSFUL recording experiment titled "Music and Bird Songs," conducted by James Fassett, CBS Radio supervisor of music, and Prof. P. P. Kellogg of the Lab. of Ornithology at Cornell U., is now being released to consumers through Cornell U. Press, Ithaca, N. Y. Most of the recorded notes of bird calls cannot be heard by the human ear when played at regular speeds. Hence the record was designed for playing at one-eighth the original speed. Recording, featuring 10 bird calls and six "frog calls," was originally broadcast May 25, 1952, on Mr. Fassett's program, *Your Invitation to Music*.

WEARING OF THE GREEN

"SURE and it's going to be a fine St. Patty's day on KYW, KYW-FM, your Westinghouse station in Philadelphia." Station breaks like this marked St. Patrick's Day on KYW from morn until midnight. In addition, the station sent listeners sprigs of real Irish shamrocks flown from Dublin in a tie-in promotion with TWA and conducted an Irish stew contest on *Anne Lee's Notebook*.

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919 MYCALEX THE INSULATOR ®

MYCALEX TUBE SOCKET CORPORATION

Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica products

CLIFTON, NEW JERSEY

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

Land of the famous four C's . . . Cattle, Cotton, Copper and Climate . . . El Paso topped all of her larger sister cities in percentage of retail sales increase with a whopping 299.1% during the 1940-1950 decade. Retail sales in the rich El Paso market reached well over $500,000,000 last year. To take advantage of this favorable, active market, your advertising must effectively reach the majority of the El Paso Trade Zone's more than half-a-million population. This you can achieve with time on El Paso's only 10,000 Watt Station . . . KEPO.

Figures from Sales Management, May 10, 1952

Ask Avery-Knodel for complete details.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

My, how you've grown

SCANDIA COSMETICS SALES BOOM!

WWDC in Washington makes businesses grow. Here's another factual story to prove that statement. Scandia Cosmetics reports more than $5,000 in sales for January alone—supposedly the slowest month in the year. All this with *only one* cosmetics outlet in town—Julius Garfinckel & Company. All this by using *only* WWDC to advertise its line of beauty aids.

Says KAROL LINDBERG, Vice-President in charge of sales for Scandia Corporation: "WWDC has done a phenomenal job for Scandia in the Washington market. From the first week of our operations in Washington, our sales have risen steadily. And the rate of increase is amazing. We are enthusiastic about the results WWDC has produced." WWDC can help *your* sales in the big Washington market, too. Let your John Blair man give you the story.

In Washington, D.C.—it's
WWDC
Represented Nationally by John Blair & Co.

Advertisers

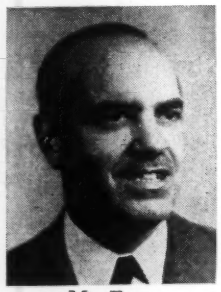
Merrold S. Johnson, advertising director of Hotpoint Inc., appointed advertising director, Bankers Life & Casualty Co. of Chicago.

Allen Paul, advertising department, Gladding, McBean & Co., L. A. (Hermosa tile and Franciscan Ware pottery) promoted to advertising manager. **A. R. Said,** assistant to vice-president in charge of sales, named general manager of Franciscan Dinnerware Div. **Phillip C. Starr,** sales department, promoted to field sales manager.

Warren E. Bragg, account executive in the ANPA Bureau of Advertising, Chicago office, to account group supervisor at Bureau's New York headquarters, succeeding **Bruce Robinson,** resigned.

Agencies

Mel Curtis, radio-TV director, Allen & Marshall Adv. Agency, L. A., elected vice-president.



Mr. Frye

George A. Frye, general manager, James Thomas Chirurg Co., N. Y., elected vice president and appointed sales development manager.

Edward Hillman Jr., director and traffic manager, WKRC Cincinnati, appointed radio-TV director, Strauchen & McKim Adv. Agency, same city.

Robert C. Lochrie, account executive with Galen E. Broyles Inc., Denver, named general manager of Curt Freiberger & Co., Denver.

Tom Monahan, copy chief, Yambert-Prochnow Inc., Beverly Hills, to Graham & Gillies Ltd., that city, as West Coast manager.

James C. Killingsworth, sales director, Platt TV Stores (Southern Calif. chain), has purchased **Holzer Co.,** L. A., renaming it **Killingsworth Co. Lou Holzer,** former president, will serve in advisory capacity. **Arnold Isaak,** head of own Chicago agency, to firm as account executive.

Irv Cotanch, account executive, Kelso Norman Adv., S. F., promoted to general manager. **Tom Killilea,** Honig-Cooper Co., that city, to agency as production manager.

Hank Levy to Vick Knight Inc., Hollywood, as public relations director.

Kermit R. Hansen, assistant business manager, *Omaha World-Herald,* to Allen & Reynolds, Omaha, in executive capacity. **Jack F. Keiner,** KOIL Omaha, to agency's radio-TV staff.

W. F. Armstrong appointed manager of newly opened Washington, D. C. office, Campbell-Ewald Co.

Clinton Carpenter, Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, that city, in copy department.

Jo Ann Noll named TV script writer and actress for Curt Freiberger & Co., Denver.

Harry N. Goldberg, 48, president, Wayne Adv. Agency, Phila., died March 12.

Stations

Julian M. Kaufman, executive sales manager, KPHO-TV Phoenix, appointed assistant station manager.

Thomas B. Tighe, station manager, WJLK Asbury Park, N. J., appointed executive editor of *Asbury Park Press,* owner of station, replaced by **Everett Rudloff,** assistant manager and program director. **Charles F. Hill** appointed program director.

Robert S. Hix, former manager, KRES St. Joseph, Mo., and **Gene V. Grubb** to sales staff, KOA Denver, as sales manager and account executive, respectively.

William B. Johnson Jr., appointed account executive, WAVZ New Haven, Conn.

Fred Webb, program director, WGAA Cedartown, Ga., to WDMG Douglas, Ga., for administrative assignment.

R. C. Force, WKMH Dearborn, Mich., returns to WFRO Fremont, Ohio, as commercial manager, replacing **J. W. Kerr,** on indefinite leave of absence due to ill health. Mr. Force is also station's managing director.

George Hemmerle, sales analyst, KCBS San Francisco, becomes sales executive with KSFO-KPIX (TV), same city.

Larry Cotton appointed national sales manager, KFH Wichita.

Roger S. Underhill, sales manager, WJIM-TV Lansing, Mich., to WILS-AM-TV same city, as assistant commercial manager.

Boyd W. Lawlor, director of programs and sales promotion, WLOL Minneapolis, promoted to assistant manager.

Benedict Gimbel Jr., president and general manager of WIP Philadelphia, chosen to act as program chairman for Education Week for the Blind.

Charles G. Burke, general manager, KFGO Fargo, N. D., appointed state chairman of Churchmen of North Dakota, laymen's group of Protestant Episcopal Church.

Paul W. Morency, general manager of WTIC Hartford, honored with citation for outstanding service to 4-H Clubs of Connecticut and Massachusetts.

Ralf Brent, director of sales at WIP Philadelphia, appointed state membership promotion chairman for Pennsylvania by BAB.

William Shaw, manager, Columbia Pacific Radio Network and KNX Hollywood, and **Donald Norman,** manager, KNBH (TV) that city, appointed co-chairmen of radio-TV committee, L. A. Area Community Chest Public Information department.

Calvin J. Smith, president-general manager, KFAC Los Angeles, and president, Southern California Broadcasters Assn., received "outstanding service award" from L. A. Community Chest for SCBA support during 1952-'53 campaign.

Chester Herman appointed acting program director, WLW Cincinnati, replacing **William P. Robinson,** who transfers to WLWA (TV) Atlanta.

David A. Moss, program and sports director, WESC Greenville, S. C., to WCRS Greenwood.

S. C., in same capacity. **Jean Tribble** to latter station as traffic manager.

Morton Sidley, assistant to **Lincoln Dellar,** owner of KNOA Sacramento, KDB Santa Barbara and KNOC Chico, to KFWB Hollywood as director of operations.

Lee Coney, news editor for Evening Star Bcstg. Co., Washington, licensee of WMAL-AM-TV, named chief news editor.

Bruno Olson, announcer, KSTT Davenport, Iowa, appointed production manager, replacing **Warren Anderson,** now program director, KFDA-AM-TV Amarillo.

Hugo Birmingham appointed production manager, WTMJ-TV Milwaukee. **Budd Reth** will assist him.

Mr. Birmingham

Lee Hedrick and **Frank Taylor** to announcing staff of WKRC Cincinnati. **Wayne Bell** to announcing staff of WKRC-FM and **Roy Gilligan** to WKRC-TV.

John Gibbs, news staff, WJOB Hammond, Ind., to news writing staff, WBBM Chicago.

Arnott Duncan, writer for *Arizona Republic,* to KRIZ Phoenix for sports commentary show.

Bob Reynolds appointed sports director of WJR Detroit.

G. Howard Tinley Jr., announcer, WREV-AM-FM Reidsville, N. C., to WFRC same city, in same capacity.

Bill Hailey Jr. to announcing staff, KHBR Hillsboro, Tex.

Ruth Crane, director of women's activities, WMAL-AM-TV Washington, nominated "Advertising Woman of the Year" by Women's Adv. Club of Washington.

Kal Ross, WMGM New York sportscaster, named sports editor of *Cue* magazine, in addition to duties at station.

Jonah K. Oxnam, formerly staff newswriter at WKRS Waukegan, Ill., to WBBM-AM-TV Chicago, in same capacity.

Owen Elliott, WSBT South Bend, to announcing staff, WBAP-AM-TV Ft. Worth.

Frank E. Heaston, formerly director of advertising, LeBlanc Corp., Lafayette, La. (Hadacol), to KSTL St. Louis, as director of promotion and publicity.

Harry Lockhart, program director, WKYW Louisville, to WAVE-AM-TV same city, as director of records and transcriptions.

Adrian Roberts, head of own Hollywood public relations firm and one-time promotion manager of Capitol Records, to KNBH (TV) that city as assistant promotion manager. He succeeds **Pace Woods,** named stage manager.

Norman Kraeft, farm director of WGN Chicago, elected to three-year term on board of directors of Livestock Conservation Inc., representing farm radio directors in group.

Want to know why a flock of top products are on WGRD, *exclusively,* in Grand Rapids? call—Gill-Perna, Inc.

Networks

Frank White, president of NBC, elected to board of directors of Better Business Bureau of N. Y., succeeding **Robert E. Kintner,** ABC president.

Charles V. Dresser, account executive, NBC-TV Spot Sales, N. Y., to NBC Spot Sales, Chicago, as manager.

John G. Connolly, reporter and sports writer for *Jersey City Journal-Observer,* to ABC's publicity department as staff writer.

Harry Wismer, sportscaster and executive, MBS, appointed chairman of sports committee for 1953 finance campaign, Boy Scouts of America.

William N. Jayme, assistant circulation promotion manager of *Life* magazine, named copy chief of CBS Radio's Sales Promotion and Adv. Dept.

Alan S. Lee, writer-producer of TV and industrial films, and **Jean F. Jones,** executive secretary at MBS Central Div., were married March 7.

Wells Church, CBS Radio director of news broadcasts, father of girl, Fay, March 6.

Manufacturing

W. L. Stickel, national sales manager, Hoffman Radio Corp., L. A., promoted to general sales manager. He succeeds **M. D. Schuster,** who joins McCormack & Co., S. F. (distributor of Hoffman TV sets), as vice president, director and partner.

Ed Wilder, manager of KLIZ Brainerd, Minn., to Gates Radio Co., Quincy, Ill., as sales engineer in N. Y. area.

C. Kenneth Hersey appointed sales manager of sound department, Hudson Radio & Television Corp., N. Y.

Harley T. Litteral appointed executive vice president, Belmont Distributor Inc., Raytheon radio-TV distributor.

Campbell Rutledge Jr. appointed assistant general manager, electrical products div., Corning Glass Works, Corning, N. Y. **Forrest E. Behm Jr.** appointed manager of division's pressware plant (TV bulbs), succeeding **Paul T. Clark,** now manufacturing manager, technical products.

Philip C. Erhorn appointed sales engineer, Audio & Video Products Corp., N. Y. **Edward J. Mearsheimer,** firm's chief accountant, promoted to controller.

E. R. Liberg, manager of engineering and service group of Audio-Video Products Corp., N. Y., appointed assistant manager of electronic sales for Graybar Electric Co., N. Y.

John F. Myers appointed regional sales manager, Stewart-Warner Electric, radio-TV-electronics products div., Stewart-Warner Corp., in New England states, plus Albany, Syracuse, Utica and Newburgh, N. Y.

Robert D. Winston, products sales engineer, Audio & Video Products Corp., N. Y., named sales manager, commercial products division.

Elliot Schick to engineering staff, Ebert Electronics Co., Hollis, N. Y.

Services

Michael Ames named vice president of David O. Alber Assoc. Inc., public relations and publicity organization.

Walter J. McLaughlin, administrative assistant, National Education Campaign of American Medical Assn., Chicago, opens own public relations firm at 525 Market St., S. F. Telephone is Yukon 2-2512.

Dick Fishell, head of own Beverly Hills public relations firm, father of girl, March 11.

Program Services

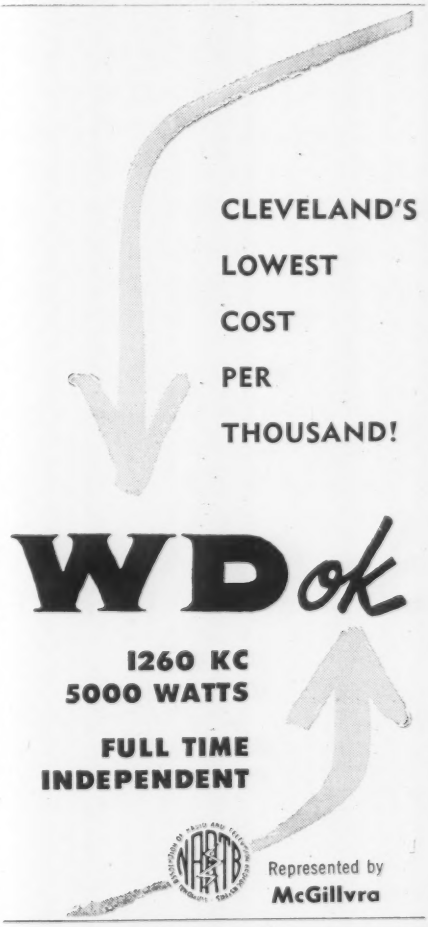
Richard Wendelken named executive producer, Jack Rourke Productions, Hollywood. Currently producer on KECA-TV Los Angeles *Beauty Parade,* he adds duties on KECA-TV *Ladies Matinee.*

Victor O. Bergquist, executive of Montgomery Ward & Co., to Capitol Records Inc., Hollywood, as treasurer.

Trade Associations

Bruce G. Rowley to Clear Channel Bcstg. Service, Washington, D. C., as assistant to **Hollis Seavey,** director. She replaces **Norma MaDan** [B•T, March 16].

Andrew N. McLellan appointed TV consultant to Canadian Assn. of Broadcasters, Toronto.



FOLLOWING is a list, released last week, of North American stations which are new, changing power or frequency or call letters, and other modifications and deletions of new and existing standard broadcast stations. The changes are provided member nations of the North American Regional Broadcasting Agreement. Countries providing the list below are Mexico, Cuba and the United States.

The Mexican list is No. 596 and was dated Feb. 10; the Cuban list includes Nos. 2, 3 and 4 which were dated Feb. 11, 12 and 16, and the U. S. list includes Nos. 496 and 497, dated March 4 and 11. The lists were received at B•T March 16.

These changes are made in accordance with Part III, Sec. F, of the NARB Agreement.

MEXICO

Call letters, location, power (in kw), antenna, schedule, class and proposed date of change or commencement of operation.

550 kc

XEUC Tehuantepec, Oaxaca, 0.25, Unl., IV, 7-26-53. (New)

560 kc

XEIO Aguascalientes, Ags., 1 D, 0.25 N, Unl., IV, 7-26-53. (New)

XEIU Manzanillo, Colima, 0.5 D, 0.25 N, Unl., IV, 7-25-53. (New)

XEUG San Cristobal las Casas, Chipas, 0.5, Unl., III-B, 7-25-53.

570 kc

XEHP Ciudad Victoria, Tamaulipas, 1 D, 0.15 N, IV, 6-5-53. (New)

XERR Monterrey, Nuevo Leon, 5 D, 0.25 N, Unl., III-B, 2-10-53. (Change in call letters)

580 kc

XEUD Tapachula, Chiapas, 0.5, Unl., III-B, 7-26-53. (New)

600 kc

XEIQ Lagos de Moreno, Jalisco, 0.25, Unl., IV, 7-24-53. (New)

630 kc

XEID Cananea, Sonora, 5 DA/N, Unl., III-A, 7-24-53. (New)

XEIZ Chilpancingo, Guerrero, 5 D, 0.25 N, Unl., IV, 7-26-53. (New)

670 kc

XEIS Ciudad Guzman, Jalisco, 1, Daytime, II, 7-24-53. (New)

710 kc

XEIE Parral, Chihuahua, 0.5, Daytime, II, 7-24-53. (New)

760 kc

XEHJ Zapotlanejo, Jalisco, 1, Daytime, II, 6-19-53. (New)

790 kc

XEPA Gomez Palacio, Durango, 0.25 DA, Unl., IV, 1-6-53. (Delete assignment)

810 kc

XEIC Ciudad Obregon, Sonora, 0.5, Daytime, II, 7-24-53. (New)

860 kc

XEIN Tepic, Nyarit, 1 D, 0.175 N, Unl., IV, 7-27-53. (New)

940 kc

XEJN Ciudad Reynosa, Tamaulipas, 0.2, Daytime, IV, 8-9-53. (New)

960 kc

XEUQ Zihuatanejo, Guerrero, 5 D, 0.25 N, Unl., IV, 7-26-53. (New)

970 kc

XEYA Irapuato, Guanajuato, 1 D, 0.1 N, Unl., III-B, 1-6-53. (Change in call letters—previously XEHE)

980 kc

XEIR Ocotlan, Jalisco, 1, Daytime, III, 7-24-53. (New)

990 kc

XEUB Oaxaca, Oaxaca, 5 D, 0.5 N, Unl., III-B, 7-26-53. (New)

XEUM Valladolid, Yucatan, 0.25, Unl., II, 7-26-53. (New)

1010 kc

XEIA Todos Santos, Baja Calif. (Terr. North), 0.25, Daytime, II, 7-24-53. (New)

1040 kc

XEIV La Piedad, Michoacan, 1, Daytime, II, 7-26-53. (New)

1160 kc

XEIW Uruapan, Michoacan, 1, Daytime, II, 7-26-53. (New)

1240 kc

XEIF San Blas, Sinaloa, 0.1, Unl., IV, 7-24-53. (New)

1250 kc

XEUO Chetumal, Quintana Roo, 0.25, Unl., IV, 7-26-53. (New)

XEUA Iguala, Guerrero, 1 D, 0.25 N, Unl., IV, 7-26-53 (New)

1260 kc

XEII Ciudad del Mais, San Luis Potosi, 0.25, Unl., IV, 7-24-53. (New)

1270 kc

XEFM Leon, Guanajuato, 0.1, Unl., IV, 2-10-53. (Delete assignment)

1290 kc

XEIX Jiquilpan, Michoacan, 1, Daytime, III, 7-30-53. (New)

1360 kc

XEUE Tuxtla Gutierrez, Chiapas, 1, Unl., III-A, 7-26-53. (New)

1400 kc

XEIH Fresnillo, Zacatecas, 0.25, Unl., IV, 7-24-53. (New)

1410 kc

XEIT Puerto Vallarta, Jalisco, 1 D, 0.25 N, Unl., IV, 7-26-53. (New)

XEUI Teapa, Tabasco 0.5, Unl., III-B, 7-26-53. (New)

XETH Villahermosa, Tabasco, 5 D, 0.5 N, Unl., III-B, 7-3-53. (New)

1420 kc

XEUP Cozumel, Quintana Roo, 0.25, Unl., IV, 7-26-53. (New)

1430 kc

XEUK Campeche, Campeche, 0.25, Unl., IV, 7-26-53. (New)

XEIP Salamanca, Guanajuato, 0.25, Unl., IV, 7-24-53. (New)

1450 kc

XEUJ Ciudad del Carmen, Campeche, 0.25, Unl., IV, 7-26-53. (New)

1490 kc

XEIB Todos Santos, Baja Calif. (Terr. South), 0.25, Unl., IV, 7-27-53. (New)

1500 kc

XEUH Villa Hermosa, Tabasco, 0.25, Unl., IV, 7-26-53. (New)

1520 kc

XEIG Mazatlan, Sinaloa, 0.5, Daytime, II, 7-24-53. (New)

1540 kc

XEIJ Cardenas, San Luis Potosi, 0.25, Daytime, II, 7-24-53. (New)

1550 kc

XEIL Minantitlan, Veracruz, 0.5, Daytime, II, 7-24-53. (New)

1570 kc

XEIK Panuco, Veracruz, 0.5, Daytime, II, 7-24-53. (New)

XEIM San Blas, Nayarit, 0.5, Daytime, II, 7-24-53. (New)

1580 kc

XEUL Progreso, Yucatan, 0.25, Unl., II, 7-26-53. (New)

1590 kc

XEMC Mexico, D. F., 10 D, 5 N, Unl., III-A, 3-19-53. (Increase in daytime power)

XEMB Monterrey, Nuevo Leon, 5 DA-N, Unl., III-B, 2-10-53. (Change in call letters—previously XEGQ)

CUBA

730 kc

CMCA Habana, Habana, 10, DA-1, Unl., II, 3-26-53. (PO: 1150 kc)

CMKJ Holguin, Oriente, 5, DA, Unl., II, 3-26-53. Cancel. (Vide: 740 kc)

740 kc

CMKJ Holguin, Oriente, 10, DA-1, Unl., I-D 3-26-53 (PO: 730 kc)

CMCD Habana, Habana, 10, DA, Unl., II. Cancel. (Vide: 760 kc)

760 kc

CMCD Habana, Habana, 10, DA-1, Unl., II-B 3-26-53. (PO: 740 kc)

CMJY Ciege de Avila, Camaguey, 1, ND, Unl. II, 3-26-53. Cancel. (Vide: 800 kc)

CMAB Pinar del Rio, P. R., 5, ND, Unl., II 3-26-53. (Vide: 1070 kc)

800 kc

CMJY Ciego de Avila, Camaguey, 1, ND, Unl. II, 3-26-53. (PO: 760 kc)

1070 kc

CMBA Pinar del Rio, P. R., 5D/2N, ND, Unl. II, 3-26-53. (PO: 760 kc)

1150 kc

CMCA Habana, Habana, 5D/1N, ND, Unl., II. 3-26-53. Cancel. (Vide: 730 kc)

CMCM Habana, Habana, 0.25, ND, Unl., IV 3-26-53. (Power, class, and assignment provisional: PO: 1460 kc)

Holguin, Oriente, 0.25, ND, Unl., IV, 8-28-53 (New)

1240 kc

CMAD Pinar del Rio, P. R., 0.25, ND, Unl., IV 4-3-53 (Change in location)

1280 kc

CMHA Santa Clara, Las Villas, 1, ND, Unl., III (Change in location)

1400 kc

CMKQ San Luis, Oriente, 0.25, ND, Unl., IV. Cancel. (Vide: 1460 kc)

Banes, Oriente, 0.25, ND, Unl., IV. Upon entry into force of NARBA. (PO: 1560 kc vide 1550 kc)

1450 kc

CMDX Baracoa, Oriente, 0.25, ND, Unl., IV 7-19-53. (New)

1460 kc

CMKQ San Luis, Oriente, 0.5, ND, Unl., III. Will continue in operation on this frequency. (Vide: 1400 kc)

CMKT Holguin, Oriente, 0.5, ND, Unl., III. Cancel. (Vide: 1520 and 1550 kc)

CMCM Habana, Habana, 0.25, ND, Unl., IV. 3-26-53. Cancel. (Vide: 1150 kc)

CMZ Habana, Habana, 0.5, ND, Unl., III, 3-26-53. (PO: 1560 kc; provisional assignment)

1520 kc

CMKT Holguin, Oriente, 0.25, ND, Unl., II. Will continue in operation on this frequency until entry into force of NARBA. (Vide: 1460 and 1550 kc)

1550 kc

CMKT Holguin, Oriente, 0.25, ND, Unl., II. Upon entry into force of NARBA. (Vide: 1460 and 1520 kc)

Banes, Oriente, 0.25, ND, Unl., II. Cancel. (Vide: 1400 and 1560 kc) (New)

1560 kc

Banes, Oriente, 0.25, ND, Unl., II. Will continue in operation on this frequency until entry into force of NARBA. (Vide: 1400 and 1550 kc)

CMZ Habana, Habana, 5, ND, Unl., I-B, 3-26-53. Cancel. (Vide: 1460 kc)

UNITED STATES

570 kc

WFVG Fuquay Springs, N. C., 0.5, ND, Daytime, III, 3-11-54. (PO: 1460 kc, 1 kw, ND, D, III.)

580 kc

Lubbock, Tex., 0.5, DA, Daytime, III, 3-11-54. (New)

630 kc

KXXL Monterrey, Calif., 0.5, ND, Daytime, III. 9-3-53. (Reinstating notification which was deleted on Change List Number 494, dated Feb. 18, 1953.)

730 kc

Covington, La., 0.25, ND, Daytime, II, 3-11-54. (New)

770 kc

WABC New York, N. Y. (Change in call letters from WJZ.)

860 kc

Warren, Ark., 0.25, ND, Daytime, II, 3-4-54. (New)

920 kc

KBMY Billings, Mont. (Delete assignment—vide 1240 kc)

WOKY Milwaukee, Wis., 1, DA-1, Unl., III-B. (Delete notification shown on Change List 435, dated Dec. 12, 1951, for 1 kw-N/5 kw-D, DA-2, U, III-B; WOKY will continue in operation as above set forth.)

950 kc

WAGG Franklin, Tenn., 1, ND, Daytime, III. Now in operation.

960 kc

WATS Sayre, Penn., 1, ND, Daytime, III, 3-11-54. (PO: 1470 kc, 1 kw, ND, D, III)

990 kc

WBET Brockton, Mass. (Delete assignment—vide 1460 kc)

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1010 kc

KMLW Marlin, Tex., 0.25, ND, Daytime, II. Now in operation.

1230 kc

KERV Kerrville, Tex. (Change in call letters from KEVT.)

1240 kc

Newcastle, Wyo., 0.25, ND, Unl., IV, 3-11-54. (New)

1370 kc

WDEF Chattanooga, Tenn., 5, DA-N, Unl., III-A. (Now in operation with increased nighttime power.)

WDOB Canton, Miss., 0.5, ND, Daytime, III. Now in operation.

1380 kc

KJIM Beaumont, Tex. (Change in call letters from KPBX.)

1400 kc

Scranton, Pa., 0.25, ND, Unl., IV, 3-11-54. (New)

1420 kc

WOC Davenport, Iowa, 5, DA-2, Unl., III-A, 3-11-54. (Change in Nighttime and Daytime DA pattern.)

1460 kc

WBET Brockton, Mass., 1, DA-N, Unl., III-B. Now in operation.

KSVP Lubbock, Tex., 0.5, ND, Daytime, III. Now in operation.

1570 kc

Fairfield, Iowa, 0.25, ND, Daytime, II, 3-4-54. (New)

1600 kc

WJEL Springfield, Ohio, 1, ND, Daytime, III, 3-11-54. (PO: 0.5 kw, ND, D, III.)

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53	CBS
	11/1/53	Weed TV
WGEZ-TV Beloit, Wis. (57)	2/11/53	.....
	Fall 1953	Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53	.....
	Unknown	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53	.....
	Late Summer-Early Fall, '53	.....
KFYR-TV Bismarck, N. D. (5)	3/4/53	.....
	Late Summer-Early Fall, '53	Blair
Rudman TV Co., Bismarck, N. D. (12)	3/4/53	.....
	Late Summer-Early Fall, '53	.....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53	.....
	Fall 1953	.....
WICC-TV Bridgeport, Conn. (43)	7/11/52	ABC
	3/20/53	Adam Young
TV Montana, Butte, Mont. (6)	2/26/53	.....
	Unknown	.....
WTAO-TV Cambridge Mass. (56)	3/11/53	.....
	Unknown	.....
WCHA-TV Chambersburg, Pa. (46)	3/11/53	.....
	Late Summer '53	Forjoe
Midwest TV Inc., Champaign, Ill. (3)	2/26/53	.....
	Summer 1953	.....
WKNA-TV Charleston, W. Va. (49)	3/4/53	.....
	July	Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53	.....
	Fall 1953	Bolling
WIND-TV Chicago, Ill. (20)	3/19/53	.....
	Unknown	.....
KHSL-TV Chico, Calif. (12)	3/11/53	.....
	Unknown	.....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53	.....
	Unknown	.....
WIS-TV Columbia, S. C. (10)	2/12/53	NBC
	9/1/53	Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53	.....
	Unknown	.....
WCBI-TV Columbus, Miss. (28)	3/11/53	.....
	Unknown	.....
KLIF-TV Dallas, Tex. (29)	2/12/53	.....
	Unknown	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53	.....
	Unknown	.....
WMSL-TV Decatur, Ala. (23)	2/26/53	.....
	10/15/53	.....
Rollins Bcstg., Dover, Del. (40)	3/11/53	.....
	Unknown	.....
Allen & Sons, Durham, N. C. (46)	2/26/53	NBC, DuM
	11/1/53	.....
WEAU-TV Eau Claire, Wis. (13)	2/26/53	.....
	Fall 1953	Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53	.....
	Unknown	Everett-McKinney
KSPF (TV) Eugene, Ore. (20)	2/11/53	.....
	Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/11/53	.....
	Unknown	.....
WINK-TV Fort Myers, Fla. (11)	3/11/53	.....
	10/1/53	Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52	.....
	6/1/53	Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53	.....
	Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	11/6/52	.....
	August	Weed TV
WNCT (TV) Greenville, N. C. (9)	3/11/53	.....
	9/1/53	Pearson
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
	Unknown	.....
KHMO-TV Hannibal, Mo. (7)	2/18/53	.....
	Unknown	.....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53	.....
	Unknown	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53	NBC
	May-June	Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
	Midsummer '53	Headley-Reed
KID-TV Idaho Falls, Idaho (3)	2/26/53	.....
	Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC
	Late 1953	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53	.....
	Unknown	.....
KTRE-TV Lufkin, Tex. (9)	3/11/53	.....
	11/1/53	Taylor
WETV (TV) Macon, Ga. (47)	2/12/53	.....
	8/1/53	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53	CBS
	Late 1953	Katz
WMRI-TV Marion, Ind. (29)	3/11/53	.....
	Unknown	.....
KRIO-TV McAllen, Tex. (20)	2/18/53	.....
	September	.....
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53	.....
	Unknown	.....
KTYL-TV Mesa, Ariz. (12)	2/18/53	.....
	4/15/53	.....
KMID-TV Midland, Tex. (2)	2/11/53	.....
	Unknown	.....
KCJB-TV Minot, N. D. (13)	2/11/53	.....
	6/15/53	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53	.....
	Late Summer-Early Fall, '53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53	.....
	Spring 1954	Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53	.....
	Unknown	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52	.....
	4/1/53	Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53	.....
	Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52	CBS, DuM
	4/1/53	Walker-N.Y.; Holman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	3/20/53	Meeker
WJMR-TV New Orleans, La. (61)	2/18/53	.....
	5/18/53	Bolling
New Orleans TV Co., New Orleans, La. (20)	2/26/53	.....
	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53	.....
	June	.....
WMGT (TV) North Adams, Mass. (74)	2/18/53	.....
	Unknown	.....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53	.....
	Unknown	.....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53	.....
	9/1/53	.....
J. D. Manly, Panama City, Fla. (7)	3/11/53	.....
	Unknown	.....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53	.....
	Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	6/1/53	Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53	.....
	8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52	.....
	August	Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53	CBS
	Unknown	.....
KWIK-TV Pocatello, Idaho (10)	2/26/53	.....
	Spring 1954	Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53	.....
	9/1/53	.....
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
	Unknown	.....
WNAO-TV Raleigh, N. C. (28)	10/16/52	CBS
	5/1/53	Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52	NBC
	4/15/53	Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53	.....
	Unknown	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53	.....
	Unknown	.....
WROM-TV Rome, Ga. (9)	2/11/53	.....
	7/15/53	Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	4/1/53	Gill & Perna
WIL-TV St. Louis, Mo. (42)	2/12/53	.....
	Late 1953	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53	.....
	11/15/53	Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	Unknown	.....
WBOC-TV Salisbury, Md. (16)	3/11/53	CBS
	10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53	.....
	Unknown	.....
L. A. Harvey, San Francisco (20)	3/11/53	.....
	Unknown	.....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53	.....
	Unknown	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
KDRO-TV Sedalia, Mo. (6)	2/26/53	.....
	Unknown	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
Plains TV Co., Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	.....
	May	Taylor
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53	.....
	Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Late Summer '53	Southern TV & Radio Sales
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	.....
	5/15/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed TV
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
J. Steventon, Yuba City, Calif. (52)	3/11/53	.....
	Unknown	.....

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ACTIONS OF THE FCC

March 11 through March 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of Feb. 28, 1953*

	AM	FM	TV
Licensed (all on air)	2,392	577	101
CPs on air	17	34	46
Total on air	2,409	611	147
CPs not on air	132	20	221
Total authorized	2,541	631	368
Applications in hearing	167	4	61
New station requests	252	8	721
Facilities change requests	190	41	24
Total applications pending	993	107	815
Licenses deleted in Feb.	0	0	0
CPs deleted in Feb.	0	1	0

*Does not include noncommercial educational FM and TV stations.

• • •

AM and FM Summary through March 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	191	293	165
FM	613	574	59	9	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	102	194	296
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	129	18	147

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	753	337	598	483	1,078[1]
Educational	22		27	15	22
Total	775	337	625	498	1,100

[1] **One applicant did not specify channel.**
[2] Includes 310 already granted.

• • •

Processing on city priority Gr. A-2 line has extended to city No. 310.
Processing on city priority Gr. B line has extended to city No. 201.

New TV Stations . . .

Decisions

Chico, Calif. — Golden Empire Bcstg. Co. (KHSL). Granted vhf Ch. 12 (204-210 mc); ERP 12.3 kw visual, 6.2 kw aural; antenna height above average terrain 400 ft., above ground 177 ft. Estimated construction cost $177,697, first year operating cost $120,000, revenue $120,000. Post office address P. O. Box 717, Merced, Calif. Studio location 336 Broadway. Transmitter location corner of Skyway and Neal Rd. Geographic coordinates 39° 44′ 38″ N. Lat., 121° 37′ 49″ W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear and Kennedy, Washington. Principals include President, General Manager and Director **Mickey (Ruth) McClung** (92.5%), president of Merced Bcstg. Co. (KYOS Merced); Vice President **Martha McClung Roberts** (2.5%), Vice President Merced Bcstg. Co.; Treasurer **Hugh McClung Jr.** (5%), now in U. S. Army, treasurer Merced Bcstg. Co. File No.: BPCT-1310. City priority status: Gr. A-2, No. 426. Granted March 11.

San Francisco, Calif.—Lawrence A. Harvey. Granted uhf Ch. 20 (506-512 mc); ERP 94 kw visual, 50 kw aural; antenna height above average terrain 1090 ft., above ground 370 ft. Estimated construction cost $336,900, first year operating cost $275,000, revenue $300,000. Post office address 19200 South Western Avenue, Torrance, Calif. Studio location to be determined. Transmitter location 1 La Avenzada, San Francisco. Geographic coordinates 37° 45′ 20″ N. Lat., 122° 27′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Western TV Consultants, Pasadena, Calif. Grantee is **Lawrence A. Harvey,** ⅓ owner of Harvey Machinery Co., Los Angeles, and ¼ owner Subway Terminal Corp., real estate, Los Angeles, and applicant for TV CPs in Los Angeles and Salem, Ore. File No.: BPCT-1490. City priority status: Gr. B-5, No. 212. Granted March 11.

San Luis Obispo, Calif.—The Valley Electric Co. (KVEC). Granted vhf Ch. 6 (82-88 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 790 ft., above ground 140 ft. Engineering condition. Estimated construction cost $131,927, first year operating cost $50,000, revenue $80,000. Post office address 851 Higuera St., San Luis Obispo. **Studio location Mt. View and Hill Sts.** Transmitter location 1.5 mi. E. of city. Geographic coordinates 35° 16′ 56″ N. Lat., 120° 38′ 01″ W. Long. Transmitter Dumont, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **Christina M. Jacobson** (⅔) and **Leslie H. Hacker** (⅓). File No.: BPCT-355. City priority status: Gr. A-2, No. 377. Granted March 11.

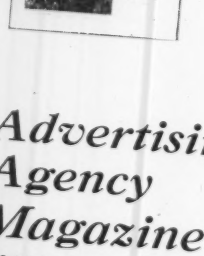
Yuba City, Calif.—John Steventon. Granted uhf Ch. 52 (698-704 mc); ERP 91 kw visual, 46 kw aural; antenna height above average terrain 170 ft., above ground 204 ft. Engineering condition. Estimate dconstruction cost $138,000, first year operating cost $138,886, revenue $147,600. Post office address 320 A St., Yuba City, Calif. Studio and transmitter location: B St., Yuba City. Geographic coordinates 39° 08′ 12″ N. Lat., 121° 36′ 36″ W. Long. Transmitter DuMont, antenna GE. Consulting engineer Paul E. Leake, Lafayette, Calif. Sole owner is **John Steventon,** owner and operator J. Steventon (grain), San Francisco 75% of Yuba City Mills (feed, grain, seed mfr. and distributor), Yuba City, 25% owner Oroville Broadcasters (KMOR Oroville licensee). File No.: BPCT-1336. City priority status: Gr. A-2, No. 637. Granted March 11.

Dover, Del.—Rollins Bcstg Inc. (WJWL Georgetown, Del.). Granted uhf Ch. 40 (626-632 mc); ERP 195 kw visual, 100 kw aural; antenna height above average terrain 531 ft., above ground 541 ft. Engineering condition. Estimated construction cost $264,340, first year operating cost $150,000, revenue $175,000. Post office address Moore Bldg., Rehoboth, Del. Studio and transmitter location 1.4 mi. NE of Harrington on West side of U. S. 13. Geographic coordinates 38° 56′ 29″ N. Lat., 75° 33′ 58″ W. Long. Transmitter and antenna GE. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehoboth, Del. Principals include President **John W. Rollins** (62.5%), Vice President and Secretary **O. Wayne Rollins** (33.3%) and Treasurer **Katherine E. Rollins** (4.2%). Applicant also is licensee of WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk, Va.; applicant also is applicant for new AM stations in Roanoke, Va., and Dover, Del. File No.: BPCT-1403. City priority status: Gr. A-2, No. 779. Granted March 11.

Fort Myers, Fla.—Fort Myers Bcstg Co. Granted vhf Ch. 11 (198-204 mc), ERP 9.6 kw visual, 4.8 kw aural; antenna height above average terrain 320 ft., above ground 343 ft. Engineering condition. Estimated construction cost $172,128, first year operating cost $125,000, revenue $125,000. Studio and transmitter location 54 East 1st St., Ft. Myers, Fla. Geographic coordinates 26° 39′ 03″ N. Lat., 81° 51′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Russell P. May, Washington. Grantee is licensee of WINK Fort Myers, Fla. Principals include President **Arthur McBride,** 25% owner of United Garage & Service Corp., Cleveland, and president and 15% owner of Cleveland Browns Football Team; Vice President **Daniel Sherby,** 50% owner of Cleveland Garage & Service Corp., 9% owner of United Garage & Service Corp., 9% owner of Cleveland Browns, 12½% owner of Castle Outdoor Theatre Co. and 50% owner of Stacey Rowell Motors Inc.; Vice President **Arthur B. McBride Jr.,** 25% owner of United Garage & Service Corp. and 25% owner of Consensus News Co.; Secretary **Philmore J. Haber,** Cleveland attorney, and Treasurer **R. B. Milar,** assistant treasurer for United Garage & Service Co. Address: 54 East 1st St., Fort Myers, Fla. File No.: BPCT-875. City priority status: Gr. A-2, No. 396. Granted March 11.

Panama City, Fla.—J. D. Manly. Granted vhf Ch. 7 (174-180 mc); ERP 10.5 kw visual, 5.4 kw aural; antenna height above average terrain 340 ft., above ground 337 ft. Estimated construction cost $243,420, first year operating cost $210,000, revenue $240,000. Post office address c/o J. D. Manly Corp., Leesburg, Fla. Studio location to be determined. Transmitter location near 17th St. and Fortune Ave. (extended). Geographic coordinates 30° 10′ 52″ N. Lat., 85° 41′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. **J. D. Manly,** grantee, owns construction business in Leesburg, Fla. File No.: BPCT-1571. City priority status: Gr. A-2, No. 198. Granted March 11.

Columbus, Ga.—Television Columbus (WDAK owns 50%). Granted uhf Ch. 28 (554-560 mc); ERP 89 kw visual, 48 kw aural; antenna height above average terrain 650 ft., above ground 490 ft. Engineering condition. Estimated construction cost $280,250, first year operating cost $250,000, revenue $200,000. Post office address Martin Bldg., Columbus. Studio location Martin Bldg., Columbus. Transmitter location 2.6 mi. W of Columbus, near Phenix City, Ala. Geographic coordinates 33° 27′ 48″ N. Lat., 85° 02′ 27″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks; Spearman & Roberson, both Washington. Consulting engineer Craven, Lohnes & Culver, Washington. This was a joint application by **Radio Columbus Inc.** (WDAK) and **Martin Theatres of Georgia Inc.** Each holds 50%. Principals in Radio Columbus Inc. include President **Allen M. Woodall** (33⅓%), estate of **Ernest D. Black** (33⅓%), Vice President-Treasurer **Howard E. Pill** (23⅓%), and his wife, **Margaret Aird Pill** (10%). Mr. Woodall is vice president and 25% owner of WRDW Augusta, Ga., and vice



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president-33⅓% owner of WMBL Macon, Ga. The late Mr. Black was 33⅓% owner WMBL and 25% owner WRDW. He died Sept. 5. His son-in-law, Charles W. Pittman, now controls WCOS Columbus S. C. [B•T, Sept. 15]. Mr. Pill is president-25% owner of WSFA Montgomery, Ala. Principals in Martin Theatres of Georgia Inc. include President **E. D. Martin** (33⅓%), officer and 33.4% owner of Martin Theatres of Alabama Inc., officer-33⅓% owner Martin Theatres of Florida Inc., officer-50% owner Martin Theatres of Columbus Inc.: Vice President **R. E. Martin Jr.** (33⅓%), holding same interests as brother E. D. Martin; Secretary-Treasurer **C. L. Patrick**, officer but not stockholder in all Martin theatre firms above. Martin Theatres of Georgia is also owned 33⅓% by estate of **R. E. Martin Sr.** File No.: BPCT-1297. City priority status: Gr. A-2, No. 42. Granted March 11.

Warner Robins (Macon), Ga.—Southeastern Bcstg. Co. (WMAZ Macon) Granted vhf Ch. 13 (210-216 mc); ERP 300 kw visual, 150 kw aural, antenna height above average terrain 590 ft., above ground 555 ft. Engineering condition. Estimated construction cost $345,500, first year operating cost $200,000, revenue $230,000. Studio and transmitter Clinton Road at Boulevard St., 32° 51′ 26″ N. Lat., 83° 36′ 57″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Grantee is licensee of WMAZ-AM-FM Macon. Principals include President **George P. Rankin Jr.** (71%), chief engineer of WMAZ-AM-FM; Vice President **Wallace Miller** (3%), senior partner of Miller, Miller & Miller, Macon law firm; Secretary-Treasurer **Wilton E. Cobb** (23%), general manager of WMAZ-AM-FM, and **Mary S. Miller** (3%), wife of Wallace Miller. Address: 666 Cherry St., Macon, Ga. File No.: BPCT-473. City priority status: Gr. A-2, No. 623-A. Granted March 11.

Nampa, Idaho—Frank E. Hurt & Son Inc. (KFXD). Granted vhf Ch. 6 (82-88 mc); ERP 19.5 kw visual, 9.8 kw aural; antenna height above average terrain 2250 ft., above ground 108.8 ft. Engineering condition. Estimated construction cost $104,222, first year operating cost $95,000, revenue $105,000. Post office address: 1024 12 Ave. S.—Box 891, Nampa, Ida. Studio location: 1024 12th Ave. S. Transmitter location: Deer Point Peak, 10 mi. NNE Boise. Geographic coordinates 43° 44′ 37″ N. Lat., 116° 06′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **E. E. Coleman** (50%), stock held by E. E. Coleman as executor of estate of **Frank E. Hurt**, deceased; Secretary-Treasurer **Edward P. Hurt** (25%), Vice President **Maxine M. Hurt** (25%). File No.: BPCT-1298. City priority status: Gr. A-2, No. 336. Granted March 11.

Harrisburg, Ill.—Turner-Farrar Assn. Granted uhf Ch. 22 (518-524 mc); ERP 10.5 kw visual, 5.5 kw aural; antenna height above average terrain 510 ft., above ground 530 ft. Engineering condition. Estimated construction cost $167,194.60, first year operating cost $75,000, revenue $60,000. Post office address: 211½ W. Poplar St., Harrisburg, Ill. Studio and transmitter location 21 W. Poplar St., Harrisburg. Geographic coordinates 37° 44′ 20″ N. Lat., 88° 32′ 21″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Kear & Kennery, Washington. Principals include General Partners **O. L. Turner** (25%), **Oscar L. Turner** (25%), **Charles O. Farrar** (25%), **Ethel M. Turner** (20%), **Harry R. Horning** (5%). O. L. Turner has interests in: Turner-Farrar Theatres, operating a number of Illinois theatres; Grand Enterprises, Carrier Mills, Ill.; Albion Theatres Inc., Albion, Ill; Chester Theatres Inc., Chester, Ill.; Sparta Theatres Inc., Sparta and Coulterville, Ill.; Capitol Theatre Co., Rosiclare, Ill.; Galatia Theatre Co., Galatia, Ill. Oscar L. Turner and his wife, Ethel M. Turner, as partners, have interests in: Harrisburg Lumber Co., Harrisburg, Ill.; Turner-Farrar Theatres, Grand and Orpheum Theatres, Eldorado, Ill.; Grand Enterprises, Albion Theatres; Chester Theatres; Sparta Theatres; and half of several Harrisburg business buildings. Charles O. Farrar has interests in the following firms mentioned above: Galatia, Turner-Farrar, Albion, Sparta. Henry Horning has interests in Turner-Farrar, Sparta, Galatia. File No.: BPCT-1323. City priority status: Gr. A-2, No. 484. Granted March 11.

Marion, Ind.—Chronicle Pub. Co. [WMRI(FM)]. Granted uhf Ch. 29 (560-566 mc); ERP 15 kw visual, 7.6 kw aural; antenna height above average terrain 350 ft., above ground 381 ft. Estimated construction cost $175,622, first year operating cost $140,000, revenue $125,000. Post office address 610 South Adams St. Studio and transmitter location on Pennsylvania St. Geographic coordinates 40° 33′ 12″ N. Lat., 85° 38′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel, Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. Principals include President **Gardner J. Thomas** (2.65%), publisher; **Katharine L. Thomas** (16.8%), housewife; **Sara L. Fischer** (11.5%), housewife; Secretary **Richard E. Lindsay** (16.8%); Treasurer **Edward Camp** (4.24%); Vice President **David B. Lindsay** Jr. (8.04%), president of *Sarasota Herald-Tribune* and the *Sarasota Journal*, and others. File No.: BPCT-1569. City priority status: Gr. A-2, No. 165. Granted March 11.

Princeton, Ind.—Princeton Bcstg. Co. (WRAY). Granted uhf Ch. 52 (698-704 mc); ERP 95 kw visual, 54 kw aural; antenna height above average terrain 430 ft., above ground 416 ft. Engineering condition. Estimated construction cost $180,281, first year operating cost $50,000, revenue $85,000. Post office address Box 28, Princeton, Ind. Studio and transmitter location 0.6 mi. west of Princeton on No. side of Hwy. 64. Geographic coordinates 38° 21′ 25″ N. Lat., 87° 35′ 25″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Leon Sclawy, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. Grantee is **M. R. Lankford**, sole owner, permittee and licensee of WRAY Princeton. File No.: BPCT-1563. City priority status: Gr. A-2, No. 655A. Granted March 11.

Davenport, Iowa — Mel Foster and **Harold Hoersch.** Granted uhf Ch. 35 (602-608 mc); ERP 15 kw visual, 7.6 kw aural; antenna height above average terrain 430 ft., above ground 437 ft. Estimated construction cost $200,504, first year operating cost $180,000, revenue $180,000. Post office address 316 Brady St., Davenport, Iowa. Studio and transmitter location immediately west of North Lincoln St. at West 11th St. and West 10th St. Geographic coordinates 41° 31′ 56″ N. Lat., 90° 36′ 55″ W. Long. Transmitter and antenna GE. Legal counsel Harold Hoersch, Davenport, Iowa. Consulting engineer Dale I. King, Washington, Ill. Principals include equal (50%) partners **Mel Foster**, president, treasurer and 82% owner of Mel Foster Inc. of Iowa and Mel Foster Inc. of Illinois (realtors, FHA mortgage correspondents), and with interest in various real estate firms, and **Harold Hoersch**, Davenport (Iowa) attorney, and with interest in various real estate firms. File No.: BPCT-1473. City priority status: Gr. B-2, No. 159. Granted March 11.

Salisbury, Md.—Peninsula Bcstg. Co. (WBOC and WESN-FM). Granted uhf Ch. 16 (482-488 mc); ERP 110 kw visual, 60 kw aural; antenna height above average terrain 400 ft., above ground 444 ft. Engineering condition. Estimated construction cost $296,400, first year operating cost $115,000, revenue $115,000. Post office address Radio Park, Salisbury, Md. Studio location Radio Park, Salisbury. Transmitter location same as studio. Geographic coordinates 38° 23′ 03″ N. Lat., 75° 34′ 48″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Principals include President **John W. Downing** (14.5%), Vice President **W. Lee Allen** (7.7%), Secretary-Treasurer **Avery W. Hall** (0.9%), Asst. Secretary and Manager **Charles J. Truitt** (2.1%), Asst. Treasurer **Lena R. Dashiell** (0.7%), **I. L. Benjamin** (10.5%), **Virginia Phillips Ward** (5.4%). The Shore Bcstg. Co. (WCEM Cambridge, Md.) is a wholly-owned subsidiary of applicant. File No.: BPCT-1304. City priority status: Gr. A-2, No. 360. Granted March 11.

Cambridge (Boston), Mass.—Middlesex Bcstg. Corp. (WTAO). Granted uhf Ch. 56 (722-728 mc); ERP 20 kw visual, 11.5 kw aural; antenna height above average terrain 470 ft., above ground 289 ft. Subject to condition that no construction be commenced until application (BPH-1821), which provides for changes in antenna system of WXHR-FM to provide for the TV antenna, is granted. Estimated construction cost $125,000, first year operating cost $190,000, revenue $200,000. Post office address 439 Concord Ave., Cambridge 38, Mass. Studio and transmitter location Zion Hill, west of Ridge St., in town of Woburn, west of Winchester at site of WXHR (FM). Geographic coordinates 42° 27′ 18″ N. Lat., 71° 10′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principal stockholder is President and Treasurer **Frank Lyman Jr.** (74%) and remaining 26%, which also is voted by Mr. Lyman, is owned by **Harvey Radio Labs, Inc.** File No.: BPCT-1485. City priority status: Gr. B-5, No. 208. Granted March 11.

St. Paul, Minn.—South St. Paul Telecasting Co. (WCOW). Granted uhf Ch. 17 (488-494 mc); ERP 180 kw visual, 96 kw aural; antenna height above average terrain, 560 ft., above ground, 534 ft. Engineering condition. Estimated construction cost $297,650, first year operating cost $275,000; revenue, $300,000. Post office address 208 Third Ave. N, South St. Paul. Studio and transmitter location Prior & Hewitt Aves. Geographic coordinates 44° 57′ 51″ N. Lat., 93° 10′ 49″ W. Long. Transmitter and antenna RCA. Legal counsel Abe Stein, Washington. Consulting enginer Lynn C. Smeby, Washington. Principals include Partners **S. J. Gray** (25%), **Howard D. Howard** (25%), **Albert S. Tedesco** (16⅔%), **Nicholas Tedesco** (16⅔%), and **Victor J. Tedesco** (16⅔%). File No.: BPCT-1389. City priority status: Gr. B-5, No. 207. Granted March 11.

Columbus, Miss.—Birney Imes Jr. (WCBI). Granted uhf Ch. 28 (554-560 mc); ERP 210 kw visual, 115 kw aural; antenna height above average terrain 470 ft., above ground 498 ft. Estimated construction cost $130,000, first year operating cost $100,000, revenue $90,000. Post office address Columbus, Miss. Studio and transmitter location Gilmer Hotel, Columbus. Geographic coordinates 33° 29′ 44″ N. Lat., 88° 25′ 46″ W. Long. Transmitter and antenna RCA. Consulting engineer Claude M. Gray. Grantee is owner of WCBI Columbus, Miss., WELO Tupelo, WNAG Grenada, WMOX - AM - FM Meridian, WROX Clarksdale. File No.: BPCT-1535. City priority status: Gr. A-2, No. 315. Granted March 11.

Missoula, Mont.—Mosby's Inc. (KGVO). Granted vhf Ch. 13 (210-216 mc); ERP 11 kw visual, 5.6 kw aural; antenna height above average terrain minus 690 ft., above ground 122 ft. Engineering condition. Estimated construction cost $117,800, first year operating cost $45,000, revenue $61,880. Post office address 127 East Main St., Missoula. Studio and transmitter location 127 East Main. Geographic coordinates 46° 48′ 30″ N. Lat., 113° 58′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Warren M. Mallory, Laramie, Wyo. Principals include President **A. J. Mosby** (99.36%), also licensee of KANA Anaconda; Vice President **Ruth G. Mosby** (0.54%), housewife, and Secretary-Treasurer **Marion E. Dixon** (0.05%), program director of KGVO. File No. BPCT-829. City priority status: Gr. A-2, No. 229. Granted March 11.

Albuquerque, N. M.—New Mexico Bcstg. Co. (KGGM). Granted vhf Ch. 13 (210-216 mc); ERP 89 kw visual, 45 kw aural; antenna height above average terrain 4,250 ft., above ground 163 ft. Estimated construction cost $448,000, first year operating cost $240,000, revenue $220,000. Post office address P. O. Box 1294, Albuquerque, N. M. Studio location Gentry at 4th St. Transmitter location Sandia Crest, Bernalillo County. Geographic coordinates 35° 12′ 53″ N. Lat., 106° 27′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **A. R. Hebenstreit** (74.6) and Vice President **S. P. Vidal** (25%). Grantee also is licensee of KVSF Santa Fe, N. M. File No.: BPCT-1393. City priority status: Gr. B-4, No. 201. Granted March 11.

Rochester, N. Y.—WHEC Inc. (WHEC). Granted vhf Ch. 10 (192-198 mc); ERP 118 kw visual, 59.2 kw aural; antenna height above average terrain 351 ft., above ground 325 ft. To share time with Veteran's Bcstg. Co. (below). Estimated construction cost $413,944, first year operating cost $524,700, revenue $684,000. Post office

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address 40 Franklin St. Studio location 40 Franklin St. Transmitter location Pinnacle Hill. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter GE, antenna Andrew Corp. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer B. C. O'Brien, Rochester. Principals include President **Frank E. Gannett**, Vice President **Clarence Wheeler**, Secretary-Treasurer **H. W. Cruickshank** and **Francke P. Pickard** (14.25%). Gannett Co. owns 85.75%. File No.: BPCT-326. City priority status: Gr. B-4, No. 191. Granted March 11.

Rochester, N. Y.—Veterans Bcstg. Co. (WVET). Granted vhf Ch. 10 (192-198 mc); ERP 118 kw visual, 59.2 kw aural; antenna height above average terrain 351 ft., above ground 325 ft. To share time with WHEC Inc. (above). Estimated construction cost $203,582, first year operating cost $227,000, revenue $482,000. Post office address 17 Clinton Ave., South Rochester. Studio location 17 S. Clinton Ave. Transmitter location on Pinnacle Hill. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter GE, antenna Andrew Corp. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Bernard C. O'Brien, Rochester. Stock is owned and subscribed by more than 100 persons, including **Ervin F. Lyke**, WVET general manager-chief engineer, who is president-treasurer and will be 3.1% owner after new stock is issued; **Paul C. Louther**, vice president (1.54%); Secretary **Grantier Neville** (0.76%), attorney; and **Harold Carson** (1.6%), owner KCOC Hamilton and 16.66% owner CJVI Victoria and CKWX Vancouver. File No.: BPCT-833. City priority status: Gr. B-4, No. 191. Granted March 11.

Greenville, N. C. — Carolina Bcstg. System. Granted vhf Ch. 9 (186-192 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 860 ft., above ground 873 ft. Engineering condition. Estimated construction cost $200,966, first year operating cost $100,000, revenue $150,000. Transmitter and studio location on S. Evans St. extended, 2 mi. S. of city limits. Geographic coordinates 35° 34' 17" N. Lat., 77° 26' 41" W. Long. Studio equipment, transmitter and antenna RCA. Legal counsel Phillip Bergson, Washington. Consulting engineer Commercial Radio Equipment Co. Grantee is licensee of WGTC Greenville. Principals include President **Earl McD. Westbrook** (24%), 12% owner of WCKB Dunn, N. C., and Chevrolet dealer; Vice President **John H. Adams** (6%), owner Adams Radio Repair Shop; Secretary **A. Hartwell Campbell** (7%), 12% owner of WCKB and 49% owner of A.A.A. Tower Co.; Treasurer **Mrs. Virginia J. Adams** (6%), interest in Chevrolet dealership; Director **Mrs. Mary E. Jones** (10%), farming interests; Director **Fred Jones** (6%), no other interests, and three other minority stockholders. File No.: BPCT-898. City priority status: Gr. A-2, No. 321. Granted March 11.

Hendersonville, N. C. — Radio Hendersonville Inc. (WHKP). Granted uhf Ch. 27 (578-584 mc); ERP 20 kw visual, 10.5 kw aural; antenna height above average terrain 990 ft., above ground 346 ft. Estimated construction cost $174,800, first year operating cost $96,000, revenue not estimated. Post office address c/o WHKP Hendersonville, N. C. Studio location to be determined. Transmitter location top of Jump Off Joe Mountain, 3 mi. west of Hendersonville. Geographic coordinates 35° 18' 43" N. Lat., 82° 31' 07" W. Long. Transmitter and antenna RCA. Legal counsel John Creutz, Washington. Principals include President **Beverly M. Middleton** (25%), Vice President **Clarence E. Morgan** (50.25%), Vice President **Kermit Edney** (5%), Secretary **Evelyn Howe Middleton** (9.5%) and Treasurer **D. A. Gilmore** (3%). File No.: BPCT-803. City priority status: Gr. A-2, No. 791. Granted March 11.

Mount Airy, N. C. — Ralph D. Epperson (WPAQ). Granted uhf Ch. 55 (716-722 mc); ERP 21 kw visual, 11.5 kw aural; antenna height above average terrain 1,480 ft., above ground 370 ft. Engineering condition. Estimated construction cost $150,700, first year operating cost $125,000, revenue $135,000. Post office address WPAQ, Mount Airy, N. C. Studio location WPAQ Bldg. Transmitter location within park grounds of Pilot Mt., 3 mi. almost due south of town of Pilot Mt., 1,570 ft. west of spectacular pinnacle known as Pilot Knob. Geographic coordinates 36° 20' 23.4" N. Lat., 80° 28' 48" W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Grantee is **Ralph D. Epperson**, owner of WPAQ. File No.: BPCT-1329. City priority status: Gr. A-2, No. 691. Granted March 11.

Chambersburg, Pa.—Chambersburg Bcstg. Co. Granted uhf Ch. 46 (662-668 mc); ERP 105 kw visual, 55 kw aural; antenna height above average terrain 1,150 ft., above ground 167 ft. Engineering condition. Estimated construction cost $245,532, first year operating cost $90,000, revenue $75,000. Studio location Craft Press Bldg. Transmitter location on Appalachian Trail, Snowy Mtn., 1 mi. south of South Mountain Sanitarium, 39° 50' 02" N. Lat., 77° 29' 41" W. Long. Transmitter and antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WCHA Chambersburg. Principals include President **C. M. Cassel** (8.2%); Vice President **John S. Booth** (32.6%), general manager of WCHA; Secretary-Treasurer **M. O. Warrenfeltz** (8.2%), and **T. K. Cassel** (25.8%), owner of WATS Sayre, Pa., and 99% owner of WDAD Indiana, Pa. Address Craft Press Bldg., Chambersburg. File No.: BPCT-806. City priority status: Gr. A-2, No. 313. Granted March 11.

Fort Worth, Tex. — Tarrant Television Co. Granted uhf Ch. 20 (506-512 mc); ERP 270 kw visual, 150 kw aural; antenna height above average terrain 320 ft., above ground 394 ft. Engineering condition. Estimated construction cost $402,500, first year operating cost $351,000, revenue $360,000. Post office address 1101 W. 7th St., Ft. Worth. Studio and transmitter location Fair Bldg., W. 7th St. & Throckmorton, Ft. Worth. Geographic coordinates 32° 45' 10" N. Lat., 97° 19' 48" W. Long. Transmitter GE, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include general partners **K. K. Kellam** (30%), partner (11½% owner, 16½% of profits), Texas Motors (Ford distributor), Ft. Worth; **A. H. Lightfoot** (40%), 40% of Texas Motors, 40% of Southern Acceptance Corp. (automobile financing), Ft. Worth, and 40% of Blue Tag Car Co. (automobile business), Ft. Worth, and **Basil S. Roper** (30%), 11½% of Texas Motors. File No.: BPCT-790. City priority status: Gr. B-5, No. 205. Granted March 11.

Lufkin, Tex.—Forest Capital Bcstg. Co. Granted vhf Ch. 9 (186-192 mc); ERP 11 kw visual, 5.6 kw aural; antenna height above average terrain 670 ft., above ground 522 ft. Engineering condition. Estimated construction cost $223,160.13, first year operating cost $125,000, revenue $100,000. Studio location 114½ North First St., Lufkin. Transmitter location 1.4 mi. northwest of Clawson, east of Highway #69, Angelina County. Geographic coordinates 31° 25' 09" N. Lat., 94° 48' 02" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer, KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Mrs. Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times* and eight other minority stockholders. Address P. O. Box 701, Lufkin, Tex. File No.: BPCT-907. City priority status: Gr. A-2, No. 361. Granted March 11.

Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. (WSVA). Granted vhf Ch. 3 (60-66 mc); ERP 12.5 kw visual, 6.3 kw aural; antenna height above average terrain 1,750 ft., above ground 170 ft. Engineering condition. Estimated construction cost $152,952.18, first year operating cost $179,853.76, revenue $193,890.24. Post office address Rawley Pike, Harrisonburg, Va. Studio location 12 mi. N.W. of Harrisonburg, Va. Transmitter location 12 mi. N.W. of Harrisonburg. Geographic coordinates 38° 33' 54" N. Lat., 79° 01' 36" W. Long. Transmitter and antenna RCA. Legal counsel William A. Porter, Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick L. Allman** (99.35%), Vice President **Mary P. Allman** (0.65%) and Secretary-Treasurer **Harold A. Wright**. File No. BPCT-1324. City priority status: Gr. A-2, No. 492. Granted March 11.

New Applications

San Jose, Calif.—John A. Vietor (re-submitted) uhf Ch. 48 (674-680 mc); ERP 112.2 kw visual, 60.3 kw aural; antenna height above average terrain 2,557 ft., above ground 112 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Post office address 6210 Camino de la Costa, La Jolla, Calif. Studio location to be determined. Transmitter location 11 mi. SE of Los Gatos, Calif. Geographic coordinates 37° 06' 41" N. Lat., 121° 50' 37" W. Long. Transmitter and antenna RCA. Legal counsel Laidler Mackall, Washington. Consulting engineer L. N. Papernow, San Diego. Applicant **John A. Vietor** has interest in T.B.C. Co., applicant for vhf Ch. 10, San Diego. City priority status: Gr. B-3, No. 174.

Augusta, Ga. — Augusta TV Co., vhf Ch. 12 (204-210 mc); ERP 61.95 kw visual, 37.24 kw aural; antenna height above average terrain 552 ft. above ground 400 ft. Estimated construction cost $175,000, first year operating cost $200,000, revenue $260,000. Post office address Box 298, Orangeburg, S. C. Studio location to be determined. Transmitter location one mi. N. of city limits of N. Augusta on Hwy. 25. Geographic coordinates 33° 31' 10" N. Lat., 81° 57' 00" W. Long. Transmitter and antenna RCA. Consulting engineer W. J. Holey. Owner **J. I. Sims** (100%), is president and 25% owner WTND Orangeburg, S. C. City priority status: Gr. A-2, No. 151.

Champaign-Urbana, Ill. — Champaign-Urbana TV Inc., uhf Ch. 21 (512-518 mc); ERP 16.1 kw visual, 8.69 kw aural; antenna height above average terrain 736 ft., above ground 750 ft. Estimated construction cost $205,342, first year operating cost $150,000, revenue $150,000. Post office address 1775 Broadway, New York. Studio location to be determined. Transmitter location 1¼ mi. E of Lake of Woods Road, approx. 7 mi. NW of Champaign. Geographic coordinates 40° 11' 45" N. Lat., 88° 22' 25" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer Wm. Albright, Urbana. Principals include President and Treasurer **Norman E. Blankman** (39%), realtor, New York; Secretary **Duncan M. Findlay** (17%), realtor, New York; Vice President **Alan Blankman** (17%), realtor, Baltimore; Vice President **Dallas W. Smythe** (4%), professor of economics, U. of Illinois, consultant. Lutheran Church, Missouri Synod, which is grantee uhf Ch. 30, Clayton, Mo., and **Herbert C. Rosenthal** (10%), Graphics Institute, New York. City priority status: Gr. A-2, No. 65.

Cadillac, Mich.—Sparton Bcstg. Co., vhf Ch. 13 (210-216 mc); ERP 302 kw visual, 141 kw aural; antenna height above average terrain 1,439 ft., above ground 1,080 ft. Estimated construction cost $469,014, first year operating cost $265,440, revenue $290,000. Post office address 2301 E. Michigan Ave., Jackson, Mich. Studio location 415 N. Mitchell St., Cadillac. Transmitter location R. R. No. 1. Geographic coordinates 44° 08' 14" N. Lat., 85° 20' 51" W. Long. Transmitter and antenna FTL. Legal counsel Henderson, Quail, Schneider & Pierce, Cleveland. Consulting engineer Scharfeld, Jones & Baron, Washington. Owner is **Sparks-Withington Co.**, Jackson, Mich. Officers include President **John J. Smith**, Secretary-Treasurer **Harold M. Johnston**, and Vice President **Leland T. Matthews**, who hold same offices with Sparks-Withington, manufacturer of TV cabinets, auto parts. City priority status: Gr. A-2, No. 510.

Minneapolis, Minn. — Northwestern Schools, Bible College, College of Liberal Arts, Theological Seminary (KTIS-AM-FM Minneapolis), uhf Ch. 23 (524-530 mc); ERP 88.5 kw visual, 44.25 kw aural; antenna height above average terrain 265 ft., above ground 317 ft. Estimated construction cost $174,438, first year operating cost $75,000, revenue $125,000. Post office address 50 Willow St. Studio location 50 Willow St. Transmitter location N. side Medicine Lake Rd., approx. 900 ft. W. of Turner's Cross Rds., 1.7 mi. W. of Mpls. city limits. Geographic coordinates 44° 59' 51" N. Lat., 93° 21' 02" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer

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NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Charles B. Persons, Duluth, Minn. Applicant owns and operates Bible College, Minneapolis, College of Liberal Arts, Minneapolis; and Theological Seminary, Minneapolis. City priority status: Gr. B-5, No. 207.

St. Louis, Mo.—Missouri Valley TV Co. vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 541 ft., above ground 636 ft. Estimated construction cost $392,554, first year operating cost $1,336,000, revenue $1,767,000. Post Office address 319 N. 4th St., St. Louis. Studio and transmitter location Marin Ave. and Broadway. Geographic coordinates 38° 41' 18" N. Lat., 90° 13' 14" W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **KSTP St. Paul, Minn.** (50%); President **Stanley Hubbard**, president KSTP; Vice President **Ethan A. Shepley** (2%); Secretary **William T. Jones Jr.** (1%), insurance agency, St. Louis; directors **Claude Siems,** and **Thomas F. Bragg,** directors KSTP; **Russel E. Gardner Jr.** (1.6%), investment banker, St. Louis; **Edmund T. Allen,** president, First National Bank of Clayton, Mo., and other businessmen in and near St. Louis. City priority status: Gr. B-4, No. 179.

Rochester, N. Y.—Federal Bcstg. System Inc. (WSAY Rochester) vhf Ch. 10 (192-198 mc); ERP 123 kw visual, 73.5 kw aural; antenna height above average terrain 498 ft., above ground 984 ft. Estimated construction cost $277,000, first year operating cost $245,000, revenue $250,000. Post Office address 328 Main St. East, Rochester. Studio and transmitter location Highland Avenue. Geographic coordinates 43° 08' 06" N. Lat., 77° 35' 10" W. Long. Transmitter and antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer George C. Davis, Washington. Principals include **Gordon P. Brown** (100%), owner, and applicant for AM station at Cheektowaga, N. Y., under Niagara Bcstg. System. Applicant has protested grant of Ch. 10 on share-time basis to WHEC and WVET there [B•T, March 16]. City priority status: Gr. B-4, No. 191.

Spartanburg, S. C.—Piedmont Radio Co. uhf Ch. 17 (488-494 mc); ERP 8.7 kw visual, 4.65 kw aural; antenna height above average terrain 536 ft., above ground 517 ft. Estimated construction cost $120,000, first year operating cost $100,000, revenue $150,000. Post Office address Greenville, S. C. Studio and transmitter location U. S. Hwy. 178. Geographic coordinates 35° 00' 05" N. Lat., 82° 00' 15" W. Long. Transmitter and antenna RCA. Legal counsel Bankhead & Skinner, Jasper, Ala. Consulting engineer William E. Benns Jr., Washington. Principals include President **T. Julian Skinner Jr.** (25%), attorney; Vice President **W. E. Benns Sr.** (20%), 20% owner WVOK Birmingham, Ala.; Secretary **Virginia Mason** (28%), free lance writer; and **Rowland Sheppard Oliver** (27%), tobacco farmer. City priority status: Gr. A-2, No. 120.

Wenatchee, Wash.—Wescoast Bcstg. Co. (KVOS Bellingham) uhf Ch. 55 (716-722 mc); ERP 9 kw visual, 5 kw aural; antenna height above average terrain 1,678 ft., above ground 320 ft. Estimated construction cost $124,040, first year operating cost $160,000, revenue $170,000. Post Office address 20 Second Ave., Wenatchee. Studio location 20 Second Ave. Transmitter location a ridge of Laurel Hill, Sect. 8, Range 21 E, Twp. 21 N. Geographic coordinates 47° 19' 23" N. Lat., 120° 14' 00" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Wm. L. Foss Inc. Washington. Principals include President **Rogan Jones** (79.75%); Vice President and Manager **James W. Wallace** (20%), and Secretary-Treasurer **C. W. Jones** (0.25%). City priority status: Gr. A-2, No. 400.

Applications Amended

Indianapolis, Ind. — Empire Coil Co. Request amendment of application to change frequency from uhf Ch. 26 to uhf Ch. 67; ERP from 105 kw visual, 56.8 kw aural to 124.75 kw visual, 67.13 kw aural; antenna height above average terrain from 517 ft. to 511 ft.; change type antenna; correct geographical coordinates and other equipment changes. (BPCT-1553.) Filed March 17.

Tulsa, Okla.—Fryer TV Co. Request amendment of application to change from uhf Ch. 23 to vhf Ch. 2; ERP from 249 kw visual, 131 kw aural to 100 kw visual, 50 kw aural; change type of transmitters; change antenna height above average terrain from 469 ft. to 439 ft.; other equipment changes. (BPCT-1629.) Filed March 16.

Bristol, Tenn. — Tri-Cities TV Corp. (WOPI). Amended to change name from Radiophone Broadcasting Station WOPI Inc., and change ERP from 100 kw visual, 50 kw aural to 62.1 kw visual, 37.25 kw aural; antenna height above average terrain from 807 ft. to 2,624 ft.; type antenna; type transmitter; transmitter location from 1.15 mi. from Windsor Ave. on Clifton Rd., Bristol, Tenn., to 3 mi. NW of Carter, Tenn.; and other equipment changes. (BPCT-1250.) Filed March 16.

Nashville, Tenn.—WSIX Bctsg. Station. Request amendment of application to change ERP from 316 kw visual, 158 kw aural to 316 kw visual, 168 kw aural; change antenna height above average terrain from 866 ft. to 1,065 ft., and other equipment changes. (BPCT-532.) Filed March 17.

Applications Passed-Over

Following is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite processing of uncontested TV applications (list issued March 12):

GROUP A

Applicant	Location	Ch. No.	File No. (BPCT)
KFJI Bcstrs. Inc.	Klamath Falls, Ore.	2	1299
Klamath Falls TV Inc.	Klamath Falls, Ore.	2	1620
Pioneer Gulf TV Bcstrs.	Clearwater, Fla.	32	1301
WBOY Inc. (Tarpon Springs)	Clearwater, Fla.	32	1537
Sunbury Bcstg. Corp.	Sunbury, Pa.	65	1303
Radio Anthracite Inc. (Shamokin, Pa.)	Sunbury, Pa.	65	1405
M. & M. Bcstg. Co. Inc.	Marinette, Wis.	11	1534
Green Bay Bcstg. Co. (Menominee, Mich.)	Marinette, Wis.	11	1580
Valley Empire Telecasters	El Centro, Calif.	16	1555
Sidney A. Franklin Jr.	El Centro, Calif.	16	1564
WCAX Bcstg. Corp.	Montpelier, Vt.	3	1327
Colonial TV Inc.	Montpelier, Vt.	3	1557
Southwestern Pub. Co.	Henderson, Nev.	2	663
Boulder City Bcstg. Co.	Henderson, Nev.	2	1619
So. Ark. TV Co.	El Dorado, Ark.	10	1590
TV Enterprises Inc.	El Dorado, Ark.	10	1614

GROUP B

Ariz. TV Co.	Phoenix, Ariz.	3	Tend.
KTAR Bcstg. Co.	Phoenix, Ariz.	3	409
Maricopa Bcstg. Inc.	Phoenix, Ariz.	10	778
KOY Bcstg. Co.	Phoenix, Ariz.	10	Tend.
Alvarado Bcstg. Co.	Albuquerque, N. Mex.	7	721
Greer & Greer	Albuquerque, N. Mex.	7	Tend.
Greater Huntington Radio Corp.	Huntington, W. Va.	13	773
Ashland Bcstg. Inc.	Huntington, W. Va.	13	Tend.
Huntington Bcstg. Corp.	Huntington, W. Va.	13	Tend.
Interstate Bcstg. Corp.	Ogden, Utah	9	1463
United Bcstg. Co.	Ogden, Utah	9	Tend.
KOVO Bcstg. Co.	Provo, Utah	11	867
Central Utah Bcstg. Co.	Provo, Utah	11	Tend.
Allegheny Bcstg. Corp.	Irwin, Pa.	4	147
WCAE Inc. (Forest Hills)	Irwin, Pa.	4	293
Matta Enterprises (Braddock)	Irwin, Pa.	4	1467
Texas State Network Inc.	Fort Worth, Tex.	10	571
Lechner TV Co.	Fort Worth, Tex.	10	Tend.
Fort Worth TV Co.	Fort Worth, Tex.	10	Tend.
Cherry & Webb Bcstg. Co.	Providence, R. I.	12	223
Hope Bcstg. Co.	Providence, R. I.	12	Tend.
Independent Bcstg. Co.	Minneapolis, Minn.	9	366
Upper Midwest TV Co.	Minneapolis, Minn.	9	759
Family Bcstg. Corp.	Minneapolis, Minn.	9	795
Twin Cities Bcstg. Corp.	Minneapolis, Minn.	9	Tend.
Meredith Engineering Co.	Minneapolis, Minn.	11	Tend.
WMIN Bcstg. Co.	St. Paul, Minn.	11	343
Minn. TV Public Service Corp.	St. Paul, Minn.	11	844
Matheson Radio Corp.	Boston, Mass.	5	248
Greater Boston TV Corp.	Boston, Mass.	5	Tend.
Hildreth & Rogers Co.	Boston, Mass.	5	Tend.
J. D. Wrather Jr.	Boston, Mass.	44	Tend.
Mass. Teleradio Bcstg. Corp. (Medford)	Boston, Mass.	44	Tend.
Sunshine Bcstg. Co.	San Antonio, Tex.	12	427
Mission Bcstg. Co.	San Antonio, Tex.	12	535
Bexar County TV Co.	San Antonio, Tex.	12	Tend.
KFAB Bcstg. Co.	Omaha, Nebr.	7	390
Herald Corp.	Omaha, Nebr.	7	Tend.
Inland Bcstg. Co.	Omaha, Nebr.	7	Tend.
Utah Bcstg. & TV Corp.	Salt Lake City, Utah	2	1496
TV Corp. of Utah	Sale Lake City, Utah	2	1498
General Teleradio Inc.	San Francisco-Oakland	2	22
Tribune Bcstg. Co.	San Francisco-Oakland	2	843
Channel Two Inc.	San Francisco-Oakland	2	Tend.

Applications Dismissed

(By letter, March 9. Non-response to Sixth Report and Order.)

File No. (BPCT)	Applicant and Locations	Channel No.
575	T. M. & J. M. Gibbons, Phoenix, Ariz.	7
835	Harold L. Sudbury, East of Blythe-ville, Ark.	3
629	Tri-City Telecasting Co., Moline, Ill.	9
878	Cornbelt Bcstg. Co., Storm Lake, Iowa	34
586	William J. Baker, Albuquerque, N. M.	5
163	Allen B. DuMont Labs., Cincinnati, Ohio	2
161	Allen B. DuMont Labs., Cleveland, Ohio	2
524	Salt Lake City Bcstg. Co., Salt Lake City, Utah	7
420	Southern Bcstrs. Inc., Richmond, Va.	8
595	Richard Field Lewis Jr., Winchester, Va.	12

(By letter, March 10.)

569	Sierra Bcstg. Co., Visalia, Calif.	10
628	Northeast Iowa Radio Corp., Oelwein, Iowa	6
677	Sunflower TV Co., Wichita, Kan.	10
856	WLBG Inc., Laurens, S. C.	45

(By letter, March 11.)

1539	Herman M. Greenspun, Las Vegas, Nev.	8

(By letter, March 11. Non-response to Sixth Report and Order.)

711	Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.	9
382	Beck Studios Inc., Minneapolis, Minn.	7
583	Leland Holzer, Albuquerque, N. M.	5
605	Texas Telenet System Inc., Ft. Worth, Tex.	10
429	Howard W. Davis tr/as The WALMAC Co., San Antonio, Tex.	9
802	W. W. Lechner d/b as Alamo Televi-	35

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File No. (BPCT)	Applicant and Location	Channel No.
	sion Co., San Antonio, Tex.	
568	Texas Telenet System Inc., San Antonio, Tex.	2
553	Granite District Radio Bcstg. Co., Salt Lake City, Utah	9
527	Edward Lasker, Salt Lake City, Utah (By letter, March 13.)	7
372	CBS Inc., San Francisco	9
151	Paramount TV Prods. Inc., San Francisco	9
375	Edwin W. Pauley d/b as TV Calif., San Francisco	11
247	Columbus Bcstg. System Inc., Boston	9
210	New England TV Co., Boston	13
475	Central States Bcstg. Co., Omaha	7
383	Hearst Radio Inc., Milwaukee	10
555	Charles E. Salik, San Diego	10
1606	T. B. C. TV Inc., San Diego	10

Existing TV Stations . . .

Decisions

KBMT (TV) Beaumont, Tex.—TV Bcstrs. Inc. Granted mod. CP to change transmitter location from 2.75 mi. west of Beaumont to U. S. Hwy. 90, 2 mi. east of Vidor, Tex.; studio location from "to be determined" to U. S. Hwy. 90 near Vidor, Tex.; ERP from 14 kw visual, 7.2 kw aural to 220 kw visual, 115 kw aural, antenna height above average terrain 500 ft. Granted March 17.

WBCK-TV Battle Creek, Mich. — Michigan Bcstg. Co. Granted mod. CP to change from 18.5 kw visual, 9.3 kw aural to 20.5 kw visual, 10.5 kw aural; antenna height above average terrain 580 ft. Granted March 12.

WDAY-TV Fargo, N. D.—WDAY Inc. Granted mod. CP to change ERP from 70 kw visual, 35 kw aural to 66 kw visual, 33 kw aural; change transmitter location. Antenna height 392 ft. Granted March 12.

Applications

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. Request mod. CP to change ERP from 27 kw visual, 13.5 kw aural to 33.2 kw visual, 16.6 kw aural; change transmitter location from On South Side U. S. Hwy. 80, 1 mi. W of Mesa city limits, near Mesa, to Mountain Park, 8 mi. S of Phoenix, Ariz., and make minor antenna and other equipment changes. Antenna height above average terrain 1567 ft. (BMPCT-1028.) Filed March 18.

WTVO (TV) Rockford, Ill. — Winnebago TV Corp. Request mod. of CP to change ERP from 15.5 kw visual, 8.5 kw aural to 19.6 kw visual, 9.8 kw aural, and make other equipment changes. Antenna height above average terrain 657.8 ft. Filed March 12. (BMPCT-1021.)

WIBM (TV) Jackson, Mich.—WIBM Inc. Request mod. CP to change ERP from 215 kw visual, 110 kw aural to 19.05 kw visual, 9.6 kw aural; change transmitter location from On Brown's Lake Road between Kimmel and Crouch Roads, 6.5 mi. S of Jackson, Mich., to 2511 Kibby Road, near Jackson, Mich.; install new transmitters and antenna system and make other equipment changes. Antenna height above average terrain 322 ft. Filed March 12. (BMPCT-1020.)

WFTV (TV) Duluth, Minn.—Great Plains TV Properties of Minn. Inc. Request mod. CP to change ERP from 17 kw visual, 9.6 kw aural to 14.5 kw visual, 7.8 kw aural; change transmitter location from corner of 9th St. and 6th Ave. West, to 4th Ave. and 10th St.; change studio location from "to be determined" to 4th Ave. and Superior St.; change transmitter system and type of antenna. Antenna height above average terrain 720 ft. (BMPCT-1031.) Filed March 18.

WLWT (TV) Cincinnati, Ohio—Crosley Bcstg. Corp. Request mod. CP to change transmitter amplifiers and type of antenna. Antenna height above average terrain 677 ft. (BMPCT-1029.) Filed March 18.

WTVT (TV) Chattanooga, Tenn.—Tom Potter. Request mod. of CP to change ERP from 275 kw visual, 140 kw aural to 238.97 kw visual, 123.80 kw aural; change studio and transmitter location from At Top of Lookout Mountain near Incline Station, Chattanooga, to 948-950 E. Third St., Chattanooga, and make antenna change. Antenna height above average terrain 81.88 ft. Filed March 12. (BMPCT-1019.)

KETX (TV) Tyler, Tex.—Jacob A. Newborn Jr. Request mod. CP to change ERP from 2.4 kw visual, 1.3 kw aural to 270 kw visual, 143 kw aural; change transmitter location from Atop Peoples National Bank Bldg. at College & Erwin, to U. S. Hwy. 271 near Winona, Tex.; change type of transmitters, make antenna and other equipment changes. Antenna height above average terrain 723 ft. (BMPCT-1030.) Filed March 18.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Request mod. CP to change ERP from 29.5 kw visual, 15 kw aural to 125.685 kw visual, 62.8 kw aural, and change type of transmitters. Antenna height above average terrain 499.5 ft. (BMPCT-1033.) Filed March 18.

New AM Stations . . .

Decisions

Note: See section on Hearing Cases for grants at Scranton, Pa., and Danville, Ill.

Applications

Wheaton, Md.—Scheewe Assoc., 540 kc, 250 w daytime, antenna height to be determined. Estimated construction cost $8,800, first year operating cost $3,500 per month, revenue $4,800 per month. Principals include President **Lawrence Scheewe** (35%), realtor, Washington, D. C.; Vice President **Rowland F. Kirks** (35%), president, National University, Washington, and Secretary-Treasurer **Carl L. Shipley** (30%), attorney, Washington, D. C. Post office address % Lawrence Scheewe, National Press Bldg., Washington, D. C. Filed March 12.

Broken Bow, Neb.—Gateway Radio & TV Inc., 1490 kc, 250 w unlimited, antenna height 175 ft. Estimated construction cost $20,394, first year operating cost $36,000, revenue $48,500. Principals include President and Treasurer **T. T. Varney** (63.6%), President Broken Bow State Bank; Vice President **Jacqueline Armstrong** (36.0%), and Secretary **C. A. Owen** (0.4%), rancher. Filed March 13.

Wilmington, N. C.—Port Bcstg. Co., 1230 kc, 250 kw unlimited, antenna height 150 ft. Estimated construction cost $13,360, first year operating cost $42,000, revenue $50,000. Owner of applicant is **Charles M. Morgan,** president and treasurer (69%) of City Finance Corp., Kinston, N. C. Filed March 12.

Morrisville, Pa.—Delaware Valley Bcstg. Corp., 1490 kc, 250 w unlimited, antenna height 175 ft. Estimated construction cost $14,180, first year operating cost $70,000, revenue $85,000. Principals include President and Treasurer **Robert E. Glass** (37.5%), Vice President **R. Joseph Kuklich,** ad agency, Philadelphia; Vice President **R. Joseph Kuklich** (25%), principal stockholder, R. Joseph Kuklich agency; Secretary **Samuel Sakowitz** (37.5%), TV technician; directors **William F. Morlok Jr.;** president, Newton Title & Trust Co., Newton, Pa., and **Pearce H. E. Aul,** attorney, Newton, Pa. and New York. Post office address % Robert Glass, 8311 Hull Drive, Wyndmoor, Pa. Filed March 12.

Memphis, Tenn.—Southern Bcstg. Service Inc., 730 kc, 250 w daytime, antenna height 275 ft. Estimated construction cost $26,500, first year operating cost $48,000, revenue $58,000. President **Henry G. Rudner Sr.** (60%); Secretary **Henry G. Rudner Jr.** (10%), both of Rudner Clinic, Memphis, and Vice President and Treasurer **William B. Rudner** (30%), vice president WMPS Memphis. Post office address 3992 N. Galloway Dr., Memphis, Tenn. Filed March 12.

Existing AM Stations . . .

Applications

KGMC Englewood, Colo.—The McMa Agency. Request CP to change frequency from 1220 to 1150 kc. Filed March 16.

WARN Fort Pierce, Fla. — Hurricane Bcstg. Service. Request CP to change hours of operation from daytime to unlimited using power of 500 w night and 1 kw day and install DA for night use only and change transmitter location (coordinates only). (1330 kc.) Filed March 18.

WAIN Columbia, Ky.—Tricounty Radio Bcstg. Corp. Request CP to change hours of operation from daytime to unlimited using 500 w night. Filed March 16.

WLCS Baton Rouge, La.—Air Waves Inc. Request CP to install old main transmitter as an auxiliary transmitter at present location of main transmitter to be operated on 910 kc, 250 w for auxiliary purposes only. Filed March 18.

WKDO Chattahoochee, Fla.—Tiger River Corp. Request CP to replace expired permit for a new standard bdcst. station to be operated on 1380 kc, 500 w day. Filed March 18.

WMEX Boston, Mass.—The Northern Corp. Request CP to increase daytime power from 5 kw to 10 kw and make changes in the daytime DA and change type transmitter. (1510 kc.) Filed March 16.

WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Co. Request CP to increase power from 1 kw to 5 kw, install new transmitter and make changes in DA system. (740 kc.) Filed March 18.

KCTG Cottage Grove, Ore.—Coast Fork Bcstg. Co. Request mod. CP to change transmitter and studio locations from Cottage Grove to Springfield, Ore. (BMP-6144.) Filed March 17.

WSVA Harrisonburg, Va. — Shenandoah Valley Bcstg. Corp. Request CP to change power from 1 kw to 1 kw night and 5 kw day and change type transmitter. (550 kc.) Filed March 16.

Applications Dismissed

Yuma, Ariz. — Harkins Bcstg. Inc. Dismissed application for CP for a new station on 1240 kc, power 250 w and unlimited hours of operation. Dismissed March 17.

WCCP Savannah, Ga.—Carter C. Peterson. Dismissed application for CP to change frequency from 1450 to 1290 kc, increase power from 250 w to 5 kw, install new transmitter and DA for night use and change transmitter location. Dismissed March 17.

WPEO Peoria, Ill.—WPEO Inc. Dismissed application for CP to mount TV antenna on top of present AM antenna, and change studio location (1020 kc). Dismissed March 17.

Cancelled CP

WOKY Milwaukee, Wis.—Bartell Broadcasters Inc. Cancelled CP to increase power from 1 kw to 1 kw night and 5 kw day, install new transmitter and change from employing DA-1 to DA-2. Cancelled March 9.

New FM Stations . . .

Decisions

Golden, Col.—Evert A. Bancker Jr. Granted Ch. 253, ERP 2.25 kw; antenna 580 ft. Estimated construction cost $1,650, first year operating cost $12,000, revenue $10,000. Post office address Box 364, Rt. 3, Golden, Col. Mr. Bancker is at present time a student. Granted March 18.

Existing FM Stations . . .

Decisions

WJIZ (FM) Hammond, Ind.—South Shore Bcstg. Corp. Granted ERP change from 9.3 kw to 3.1 kw. Granted March 18.

WTCN-FM Minneapolis, Minn.—Minn. Television Public Service Corp. Granted change in ERP from 11 kw to 2.45 kw, and antenna height from 450 ft. to 430 ft. Granted March 18.

WWJ-FM Detroit, Mich. — The Evening News Assn. Granted change in ERP from 48 kw to 100 kw; antenna height from 660 ft. to 900 ft.; engineering condition that no construction begin until the WWJ-AM application is granted. Granted March 18.

WFAH (FM) Alliance, Ohio—Review Pub. Co. Granted change in antenna height from 250 ft. to 160 ft. Granted March 18.

Applications

WHBS-FM Huntsville, Ala.—Huntsville Times Co. Request CP to make changes in station, change type of transmitter, increase ERP to 25.8 kw; increase antenna height above average terrain 2 ft. (BPH-1838.) Filed March 17.

WKAT-FM Miami Beach, Fla.—WKAT Inc. Request mod. CP to change type of transmitter.

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for independent metropolitan market. Must have had previous experience as general manager small community. Fine opportunity. Box 94W, B•T.

Manager for progressive 5000 watt newspaper station in Georgia ranking first in its community. Good salary-bonus set-up, as well as excellent chance for advancement, for capable man who can sell and manage. Box 117W, B•T.

Commercial manager for top-rated NBC affiliate in highly competitive, medium sized, mid-Atlantic market. Reasonable guarantee, plus top commission. Opportunity for advancement to management of other stations in group. Box 159W, B•T.

Deep south station needs manager with proven sales record. Want real producer. No drinkers or drifters. Box 164W, B•T.

Immediate opening for experienced salesman as commercial manager. Salary plus commission. Contact Manager of KBIX, Muskogee, Oklahoma.

Commercial manager, who is willing to work to make better than average earnings. Contact Manager, KERB, Kermit, Texas.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Experienced salesman for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

Salesman-announcer. Short announcing shift and sales. Salary and commission. Really good smaller market deal for good man. Southern Minnesota. Box 10W, B•T.

North Carolina station needs experienced salesman. Salary plus commission will give good income for man who can deliver results. Box 90W, B•T.

Commercial manager. Unusual opportunity for advancement offered by independent large metropolitan market for salesman or sales manager with good sales record. Box 93W, B•T.

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Radio station sales executive under 45, upstate New York station, excellent opportunity, write giving background and experience. Box 128W, B•T.

Southern regional station, major market, NBC-affiliated, has immediate opening for experienced national sales manager. Minimum base salary $600 per month plus commission. TV application in hearing soon. Send complete background and references first letter. Box 143W, B•T.

Wanted: National salesman, network affiliate, top salary. Apply Box 165W, B•T.

Local salesmanager. Exceptional opportunity for young, aggressive, family man with proven record. Top organization, NBC affiliate in healthy two station market. All benefits including company paid retirement plan. Submit resume and availability. Confidential. WENY, Elmira, N. Y.

Experienced salesman for network station. Single station market. Television in a month. Good guarantee. Right man has outstanding opportunity. Call or write Bob Flynn, WOSH, Oshkosh, Wisconsin.

Help Wanted—(Cont'd.)

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B.T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B.T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B.T.

Experienced announcer with voice that sells. Emphasis news and sports. Good salary. CBS network station in Rocky Mountain region. Box 70W, B.T.

Combination announcer-engineer for small Virginia network station. Strong on announcing, $60.00 to start. No drunks or prima donnas. Box 115W, B.T.

1000 watt independent near Chicago has openings for two men, staff announcer and newsman experienced as beat reporter. Personal interview required. Box 134W, B.T.

Top wages for announcer with first phone. Permanent position open now in desirable location, CBS affiliate southwest. Full particulars first letter, references, tape or disc. All letters answered, tape returned. Box 167W, B.T.

Announcer, young, ambitious, experience secondary. Station within 100 miles N.Y.C. Tapes and discs not returned. Box 168W, B.T.

Wanted! DJ with first call license. Box 173W, B.T.

Announcer-engineer, North Carolina, top salary for man with good announcing ability. Box 174W, B.T.

Top rated announcer wanted, salary from $70 to $90 per week depending on ability, immediate opening. Interview necessary. KNCM, Moberly, Missouri.

Announcer-engineer with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Announcer wanted, good man, good education also interested doing other non-technical station work, 48 hours. Advise air mail complete information, audition, salary, photo, Radio Station KSPR, Casper, Wyoming.

KXGN, Glendive, Montana, needs announcer-engineer. Write Dan Palen, Manager.

Capable young announcer. Experienced. Versatile. Stable. Excellent control operator. Ability and attitude determine salary. Tape, photo, resume. Native southern applicants only. WCPS, Amand FM, Tarboro, N. C.

Combination man. New kw daytime, send resume, tape, photo, Robert Sidwell, WGEA, Geneva, Alabama.

Announcer-operator, tape, disc, photo WGTN, Georgetown, S. C.

Wanted—One able authoritative news and commercial announcer who wants to work and stay in Florida. Must have previous experience. Opening available now. Send tape, resume, references with phone numbers to WIRA, Ft. Pierce, Florida.

Sports announcer to write and air local sports. Some routine announcing. Must be familiar Illinois sports. Journalistic experience preferred. WLPO, La Salle, Illinois.

Combination announcer-engineer with first ticket, 1000 watt daytimer. Friendly small town. Forward audition, salary requirements and resume to WLSM, Louisville, Mississippi.

Help Wanted—(Cont'd.)

Wanted, mature announcer capable and experienced in handling commercials by leading southern Illinois station in largest southern Illinois city. Stability, integrity and air personality required. Salary open. Personal interview will be necessary. Send letter of application and audition to WMIX, Mt. Vernon, Illinois.

Wanted—Disc jockey who can sell merchandise. Must be good as salesman, interested in getting results. Good solid future with an aggressive, independent, metropolitan station. Income up to you. Send disc with first letter. WPIK, Washington, D. C., Alexandria, Va.

Wanted: Announcer with news, hillbilly and race disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Technical

Wanted. First class engineer-announcer. Box 810S, B.T.

First class operator-announcer. Small midwest market. Box 141W, B.T.

Five thousand watts station needs first class operator. FM affiliate. Television application. Excellent working conditions. Apply by letter only. Box 130W, B.T.

First class ticket holder for small market station. State experience and salary requirements first letter. Upper midwest. Box 132W, B.T.

Wanted, chief engineer 5000 watt midwest directional, AM operation with TV application. Send full particulars including experience and minimum salary expected to Box 133W, B.T.

Michigan 250 indie needs engineer, car necessary. No floaters. Box 147W, B.T.

Engineer-announcer, holding first phone needed immediately. State salary required, audition disc or tape, photo, references, past experience. 1,000 watt North Carolina. Box 157W, B.T.

Combination engineer-announcer must be capable maintaining trans and studio equipment. Excellent working conditions, top salary. Write Manager, KERB, Kermit, Texas.

Immediate opening for transmitter operator. No experience required. WASA, Havre de Grace, Maryland.

Midwest, ABC affiliate. Fulltime. First phone operator, transmitter, remotes, recordings. Car necessary. Give full details, first letter. WGEM, Quincy, Illinois.

Opening for transmitter operator. 1st phone. No experience necessary. WIKB, Iron River, Michigan.

First phone transmitter operator. WJRI Lenoir, N. C.

Immediate opening for 1st phone engineer. WLIL, Lenoir City, Tenn.

Wanted — First phone transmitter operator. WPAZ, Pottstown, Penna.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

Wanted: Engineer experienced in control board operation, no announcing, 40 hour week, annual increases. Rush references, background, photo, Station WSRS, Cleveland 18, Ohio.

Wanted: One first class engineer. WSSO, Starkville, Mississippi.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Engineer-announcer wanted. Mississippi station. Mississippi Broadcasting Company, Meridian, Miss.

Production-Programming, etc.

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Continuity writer-traffic director immediately. Woman preferred. Send copy samples and photo. Box 100W, B•T.

Continuity director. Experience, ability. Midwest regional. Starting salary to $75.00. Box 161W, B•T.

Help Wanted—(Cont'd.)

City editor wanted by midwest regional for three-man fulltime news department. Some air work. Excellent salary. Reply to Box 163W, B•T.

Continuity writer, fulltime position. Station located in northeastern state. Box 169W, B•T.

Traffic: Style and type, young woman. Station in metropolitan N. Y. Box 170W, B•T.

PD for local station in midwest. Good steady position with chance for advancement. Also commercial copywriter needed. Box 182W, B•T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Experienced commercial copywriter who can announce. Send qualifications, references, sample copy, tape, picture, salary expected. Jim Smith, WHLL, Wheeling, W. Va.

Two local news reporters wanted at northern Illinois daytime independent. Air work is not essential. WKRS, Waukegan, Illinois.

TELEVISION

Salesmen

WJTV, Mississippi's first TV station has opening for one qualified salesman. John Rossiter, P. O. Box 40, Jackson, Mississippi.

Production-Programming, etc.

Accountant. Experienced radio or TV man or woman to head accounting department of new TV station operating soon in northern Illinois. Network billing experience desired. Box 146W, B•T.

TV station northeastern Ohio needs experienced film man to fill film director position. Wire or call immediately. Box 177W, B•T.

Situations Wanted

Managerial

Solid selling salesman presently employed, making five figured commission, wants opportunity to become sales manager in progressive radio and television station or applicant. Six years radio and television experience. Financially able to buy stock. Commission basis if possible. Box 98S, B•T.

Experienced announcer, copywriter, news editor, radio school instructor, now investment manager, wants to manage small-town radio station for percentage or stock option. Box 61W, B•T.

Manager or sales manager—20 years experience, 2 years TV. Strong on sales. Excellent reference. Go any place, prefer midwest or south. Box 62W, B•T.

Program director AM or TV; experienced all phases of both, college degree, family, draft exempt. Box 84W, B•T.

Allergic dust. Stockholder-manager must relocate timbered section. Thirteen years net and independent experience all phases including construction. Eight years successful management. Excellent references. Guarantee profit within six months or resign. Randall McCarrell, KBWL, Blackwell, Oklahoma.

Salesmen

Sales. Experienced, qualified. Want southern California small market. References. Write for interview, no obligation to you. Box 138W, B•T.

Salesman, experienced. Prefer southwest. Plenty on the ball. Available now. Box 150W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Experienced announcer. Network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo, Box 25W, B•T.

Situations Wanted (Cont'd)

Capable staff announcer. 10 years radio. College education. Community theatre experience. Age 34, married. Wants job in good production minded station in clean town over 75 thousand. Box 52W, B•T.

Sports play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

Experienced TV cameraman, director, projectionist, photographer. Radio; sports, news, DJ, staff, net and independent. Draft exempt, college degree. Mid-Atlantic preferred. Will arrange personal audition. Box 83W, B•T.

Baseball play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

Top morning man available at right price. Eleven years experience. Box 126W, B•T.

Announcer, 7 years, college graduate, single 27. No mornings please. South, southwest preferred. Box 135W, B•T.

Sportscaster, 5 years experience play-by-play baseball, football, basketball. Desires topnotch sports play-by-play starting with 1953 baseball season. Good voice, thorough knowledge of sports, reliable, accurate. Tape, photo and top references. Box 136W, B•T.

Announcer: Four years experience, good references, 25, single, university graduate. Box 140W, B•T.

Announcer, 6 years experience radio all phases. Live show specialist, DJ, FCC permit, studying for license. Married. No floater. Looking for break into TV or will accept DJ-salesman with station promising future. California desired, will accept others. Presently at 1000 watter New York state. Box 145W, B•T.

Announcer for station routine, handle control board, single, reliable young man seeks permanent connection. Light experience, good potential. Travel anywhere. Available now. References, disc, resume. Box 149W, B•T.

Announcer with authoritative voice, strong on news. Experience as RFD. Three years writing capable copy for the masses as well as special copy. Some programming. All-round staff man you can depend on with versatile background. Married, draft exempt, age 30. Good record and references. New England preferred, other considered. Box 166W, B•T.

Announcer. Capable. Three years experience with network, independent station seeks advancement. College graduate; draft exempt; strong on news. Box 175W, B•T.

Need news man or wax purveyor. Experience, 6 years, married, two children. Desire to settle where seasons balmy and people convivial. Don't wish for success, happiness, wish to do something intelligent for a change. Salary is worth arbitration. Box 176W, B•T.

Announcer, fully experienced in all phases, all replies considered, hold first phone license. Box 179W, B•T.

Radio announcer-engineer has handled all shifts in both independent and network operation, emphasis on news and commercials. Three years announcing experience, seven technical, eight months assistant chief. Can you use a man with a smile in his voice. Box 180W, B•T.

Announcer, board operator, strong on news. Midwestern graduate. 24, single. Will travel. Disc, photo, data on request. Ken Berres, 436 N. Roy, Northlake, Ill. Fillmore 4-7618.

Situations Wanted—(Cont'd.)

Announcer, 50,000 watts. 5 years experience, single, 31. Larry Bosi, 3921 W. Polk Street, Nevada 8-8832, Chicago, Illinois.

Announcer-DJ, news and board man. Pathfinder graduate. No drinker, floater or smoker. Virginia or Maryland. Dick David, 5101 8th St., N. W., Washington, D. C., RA 6-5493.

Announcer, newscaster, sports, DJ, combo man. Theatrical background. Director, producer, writer. R. Douglas, 55 Chancellor Ave., Newark, New Jersey.

Announcer-engineer. Experienced. Rich, strong voice. Hold first phone. Available shortly. Write or wire John Fallon, General Delivery, Tucson, Arizona.

Announcer, good, news, sports, DJ, light experience. Conscientious, dependable. Disc, resume, references. Steve Gary, 151-10 Jamaica Avenue, Jamaica, New York.

Announcer: Draft exempt, 26 years old, married. Pathfinder School graduate. Versatile style. Experienced in all phases. Main interests, news, sports. Now employed, but desire to locate back home in northeast. Ken Johnston, WVIM, Vicksburg, Miss.

Announcer-operator. 6 years. All phases. Prefer N. Y. state, New Jersey, Pennsylvania. Good references. Tom Torrisi, 190 Sackman St., Brooklyn, New York.

Technical

First phone, inexperienced, technically trained, desires engineering position, single. Box 131W, B•T.

Engineer, first phone, 5 years experience, veteran, married, has car, desires permanent straight engineering. Box 144W, B•T.

1st phone. RCA Institute graduate. Single, car, available immediately. Box 155W, B•T.

Engineer, first class ticket. Available now. Prefer New England states. Box 171W, B•T.

First phone, nine months experience. Straight engineering, married, have diploma CIRE and car. Available now. Box 178W, B•T.

First class licensed, eight years transmitter, studio, remote. Write Engineer, 807 Wescott Street, Syracuse 10, New York.

1st class engineer, experienced broadcasting, will announce. Available. John Gilmore, 3844 Miller Ave., Jackson, Miss.

Production-Programming, Others

Continuity writer, versatile, good typist, excellent references. Progressive station anywhere. Box 74W, B•T.

Program director, experienced, 14 years radio. Now doing news and production for California network regional. $100 minimum. Any southern California station, interview at my expense, by writing Box 139W, B•T.

Radio and/or television news director-caster major market. Experienced. Box 160W, B•T.

Promotion, experienced idea man promotion, merchandising, publicity desires position aggressive AM-TV station. Thorough background all phases promotion. Box 172W, B•T.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

Situations Wanted—(Cont'd.)

Lady copywriter, college graduate, single, attractive, experienced in Florida stations, available in four weeks. Box 82, Mt. Hope, W. Va.

Television

Managerial

TV management opportunity wanted. Thoroughly familiar with all phases TV station operation. Excellent record successful AM management. Stable, responsible family man. Can direct operation from CP to solid profitable operation. Good references. Write Box 941S, B•T.

Applicarts for TV grants only: Are you faced with a hearing before the commission? Cash in on your opportunity to successfully compete for your channel. I am qualified to assist you in preparing and presenting your case. Activity in the radio and television field consists of experiences common to an applicant appearing in hearing before the commission, also station organization, managership and sales experience. Bond and references will be furnished. Western section of the country is desired. Write now to Box 181W, B•T.

Production, Programming, Others

Technical director-writer Dumont, RCA equipment; writing continuity, commercials; 27, single, college, prefer west coast. Box 154W, B•T.

Music director, staff musician (guitar). 1½ years experience. Know all music literature. College graduate, married, 28. Prefer midwest or west. Box 158W, B•T.

For Sale

Stations

Midwest: Will trade a fine station for profitable business income property. Box 125W, B•T.

1 kw in prosperous midwest area priced for immediate sale. Gates equipped, only four years old, excellent coverage, contact Box 148W, B•T.

Fulltime local independent in single station market, Pacific northwest. We have probably heard from and answered all the curiosity seekers and those who have no money or who want a "cheapie." If you have the money, and want sincerely to buy a station in a good market and can come and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 151W, B•T.

Profitable midwest daytime AM. Ill health. Cash, principals only. Box 153W, B•T.

Equipment, etc.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

Collins type 731-A FM transmitter with GE frequency and modulation monitor. Excellent condition. Best offer. Box 129W, B•T.

250 watt FM transmitter, Hewlett-Packard, monitor and two bay antenna. All in good condition. Box 137W, B•T.

New Minitape, need Magnecord and other equipment. Sell or trade. Mail list. Box 152W, B•T.

Mobile 150 megacycle transmitters for remote broadcast use. Shipped prepaid, on frequency, with completed FCC forms for CP and license. $200 complete, microphone to antenna. Chief Engineer, KOWH, Omaha, Nebraska.

REL model 707 STL $2,000.00 complete. Contact Chief Engineer, WJLD, Box 5767, Birmingham, Alabama.

For sale: Presto RC 10-14 tape recorder and 900-A2 amplifier in portable cases can be rackmounted. Used less than year. A-1 condition. $650.00. WJTN, Jamestown, N. Y.

250 FM transmitter, modulation and frequency monitors. Contact Arthur Wilkerson, WLIL, Lenoir City, Tenn.

230' self-supporting insulated tower, two bay RCA Batwing FM antenna. 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For Sale—(Cont'd.)

Minitape, 2 mikes, miniature playback, charger, carrying case, etc. Like new. $250. Fontaine, c/o WTAG, Worcester, Mass.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Wanted: Radio relay truck equipped for broadcast use. Box 35W, B•T.

Need FM transmitter from 1 kw to 10 kw. Give lowest price and description. Box 127W, B•T.

Wanted to buy. 1 kw AM transmitter. Must be in good condition. Write full details and price to KMAC, San Antonio, Texas.

Need GE FA-8-C audio rack. Chief Engineer, KOWH, Omaha, Nebraska.

Wanted: 1000-watt AM transmitter, good condition, 250-foot tower and tuning unit. Contact Manager, WVOP, Vidalia, Georgia. Telephone 3029.

Wanted, RCA 76 consolette. Give full details, best price. Voice of the Andes, Talcottville, Conn.

Miscellaneous

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Help Wanted

Salesmen

SALESMAN

for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.
Box 22W, B•T.

TV SALES MANAGER

A leading AM station is building its TV affiliate, the first in a large city. It is looking for a thoroughly experienced sales executive—an aggressive salesman—able to build and manage a hard-hitting sales department. A substantial salary, plus a profit-sharing bonus, make this a most attractive proposition. Only applicants with substantial past earnings, and a proven background in a similar capacity, will be considered. Give full particulars about your previous experience, earnings and salary expected. All replies will be treated confidentially. Box 142W, B•T.

Announcers

Announcer

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

Help Wanted—(Cont'd.)

Television

Production, Programming, Others

WANTED **GOOD-COOKER** **GOOD-LOOKER**

To take full charge of successful TV kitchen. Ability, experience and vitality essential. Send picture, all personal data, nature of present employment. Wonderful spot in eastern market. Box 53W, B•T.

Situations Wanted

Salesmen

I'M YOUR MAN...

IF YOU'RE LOOKING FOR SOMEONE OF OUTSTANDING REPUTATION AND ABILITY IN

NATIONAL SALES.

. . . important agency and network contacts

. . . keen administrator with managerial skill

. . . 16 years experience (radio and television)

NOW LOCATED IN NEW YORK CITY, BUT WILL MOVE AT ONCE FOR ATTRACTIVE SITUATION. PLEASE REPLY BOX 162W, B•T.

For Sale

Stations

Interest available

New TV Station

Excellent market.

Box 183W, B•T.

For Sale—(Cont'd.)

Equipment, etc.

FOR SALE

COMPLETE CHANNEL 16

TV STATION EQUIPMENT

Factory Guarantee

BOX 122W, B•T

FOR SALE

TV ANTENNA

RCA TF3A Channel 4, 5 & 6

FM TV TRIPLEXER

FM 96.1 mc TV Ch. 5

KSD-TV 1111 Olive St. St. Louis 1, Mo.

Miscellaneous

For the best in Complete Erection of Towers ■ Antenna ■ Lights ■ Co-Ax Cable

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YEARS OF EXPERIENCE

Box 2432, Tel 4-2115, Gastonia, N. C.

GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

change type antenna, decrease antenna height above average terrain to 409.6 ft. (BMPH-4818.) Filed March 17.

Ownership Changes . . .

Decisions

WFRP Savannah, Ga. — Georgia Bcstg. Co. Granted consent to acquisition of negative control of licensee by John F. Pidcock, executor, Estate of Frank R. Pidcock Jr. Involves transfer of 80 shares stock from James M. Wilder to **Frank R. Pidcock Sr.** for cancellation of debt amounting to $8,203, and transfer of 120 shares from Estate of Frank R. Pidcock Jr. to John G. Williams (40 shares) for consideration of $4,166 and to John F. Pidcock (80 shares) for assumption of debt of Estate to Mrs. Frank Pidcock Sr. to amount of $12,500. Granted March 18.

(No call.) Fairmont, N. C.—Carolinas Bcstg. Co. Granted application for CP to replace expired CP for new AM station, 800 kc, 1 kw daytime; also granted consent to transfer control of permittee corporation from W. V. Morgan, W. D. Harris and Anne P. Harris to **Cutlar Moore**; consideration $1,500 plus assumption by Moore of transferors obligation to pay $18,000 due on stock. Mr. Moore is real estate broker in Lumberton, N. C. and 4% owner WTSB Lumberton. Granted March 18.

KWIN Ashland, Ore.—H. R. Morris, Trustee in Bankruptcy granted consent to assignment of license to **Rogue Valley Broadcasters Inc.**; consideration $45,000. Principals of assignee corporation include Secretary-Treasurer **W. D. Miller** (70%), lumber and lumber products, 98% owner KFJI Broadcasters, Klamath Falls, Ore.; President **H. Richard Maguire** (10%), manager of KFJI; Vice President **W. Don Miller** (10%), and **Orin E. Lewis** (10%). Granted March 18.

KNAF Fredericksburg, Tex.—Gillespie Bcstg. Co. Granted consent to transfer of control from Merle Moore and Walter T. McKay to **Arthur Stehling**; consideration $30,167 for 100%. Mr. Stehling is an attorney in Fredericksburg and President of Security State Bank, Fredericksburg. Granted March 18.

Applications

San Diego, Calif. — Airfan Radio Corp. Ltd. (KFSD). (Ch. 10, BPCT-313.) [B•T, July 14, '52.] Amend application to add to stockholders: **A. C. Blecksmith** (0.1%), and **John C. Merino** (0.1%). Filed March 16.

KCOK Tulare, Calif. — Geneva Anderson and **Rosalie Anderson,** Executrices of the Estate of Herman Anderson, request voluntary assignment of license to **Sheldon Anderson** to carry out Will and Final Decree of Herman Anderson, deceased. Sheldon Anderson has been General Manager KCOK, owner of 16⅔ of Bakersfield Bcstg. Co. (KAFY-AM-TV Bakersfield), and 15% interest in KYNO Fresno. Filed March 10.

WFTL Ft. Lauderdale, Fla.—Gore Pub. Co. Request voluntary assignment of license to **Tri-County Bcstg. Co.** Involves setting up new corporation including **Gore Pub. Co.** (78.57%) and **Noran E. Kersta** (21.43%). Involves purchase of 150 shares common stock by Mr. Kersta for consideration of $15,000. Mr. Kersta is presently owner of Noran E. Kersta Co., radio and TV consultants in Garden City, N. Y. Gore Pub. Co. holds CP for a new TV station on uhf Ch. 23, Ft. Lauderdale. Filed March 11.

Streator, Ill.—Stephen P. Bellinger, Vernon R. Nunn and **Roland J. DeMarco,** General Partners, and **Charles G. Campbell, Frank G. Wolf, H. Paul Waterbury** and **Josephine Grandini,** Limited Partners, d/b as Streator Bcstg. Co. Request voluntary assignment of CP to **Stephen P. Bellinger, Charles Vandever, Vernon R. Nunn, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman** and **Jack H. Wiedemann,** d/b as Streator Bcstg. Co. Only consideration involved is reimbursing assignors for cost of application totaling $675.40. New partners hold controlling interest in WVMC Mt. Carmel, Ill. Filed March 17.

WABJ Adrian, Mich.—James Gerity Jr. requests voluntary assignment of CP and license to **Gerity Bcstg. Co.** (On 1500 kc, CP 1490 kc.) Involves change of name of licensee only. Mr. Gerity retains 100%. Filed March 17.

KBIM Roswell, N. M.—Theodore Rozzell and **William Paul Brown,** d/b as Radio Station KBIM, request voluntary assignment of CP to Messrs. **Rozzell Brown** and **Vernon Newton Hughes,** d/b as Radio Station KBIM. Mr. Hughes will receive 10% interest, no monetary consideration. He has been chief engineer at KICA Clovis, N. M. Filed March 17.

WJET Erie, Pa.—Myron Jones. Request voluntary assignment of license to **The "Jet" Bcstg. Co.** No consideration involved. Principals of assignee include President **Myron Jones** (51%); Vice President **Frank Dieringer** (12½%), chief engineer WFMJ Youngstown, O. and 38⅔% owner WBEX Chillicothe, O.; and Secretary-Treasurer **William Fleckenstein** (36½%), engineer at WFMJ. (1570 kc.) Filed March 12.

WBIR Knoxville, Tenn.—Radio Station WBIR Inc. Request voluntary transfer of control from **Gilmore N. Nunn** (now 52%) to **Radio Cincinnati** (now 20%), **Martha Henderson Ashe, Robert L. Ashe,** and **John P. Hart** (now 5%), for total consideration of over $65,000. Radio Cincinnati is licensee of WKRC-AM-FM-TV Cincinnati, Ohio, 20% owner of TV Indianapolis, applicant for uhf Ch. 8, Indianapolis, and owner of WTVN Columbus, Ohio. John P. Hart is Vice President of WBIR Inc. In event of grant of this request, Hulbert Taft Jr., Executive Vice President of Radio Cincinnati Inc. will become President and Director of WBIR Inc., and David G. Taft, vice president of Radio Cincinnati Inc. will become a director of WBIR Inc. Filed March 12.

KTHT Houston, Tex.—Roy Hofheinz. Request voluntary assignment of license to **Texas Radio Corp.** Involves change from individual to corporation for tax purposes. (790 kc.) Filed March 12.

KJAM Vernal, Utah—James C. Wallentine, tr/as **Uintah Bcstg. Co.,** request voluntary assignment of license to **Uintah Bcstg. & TV Co.** Consideration 40,175 shares $1.00 par stock. Assignee includes Mr. Wallentine (82.35%), and others, including **Howard D. Johnson,** president of KNAK Salt Lake; **Leland Elwin Walker,** manager KJAM, and **G. Stanley Brewer,** principal owner of KOPP Ogden, Utah. Filed March 17.

Opinions and Orders . . .

WOSA Wausau, Wis.—Alvin E. O'Konski. FCC dismissed protest filed Feb. 2, 1953 by WSAU Inc. (WSAU Wausau) directed against the Commission's "conditional grant without hearing, made on Jan. 2, 1953" of application to increase power of station WOSA and to move main studio and transmitter location from Merrill to Wausau, Wis. Action Feb. 19.

KGAL Lebanon, Ore.—W. Gordon Allen. FCC dismissed protest filed Jan. 30, 1953, by Symons Bcstg. Co. (KLXY Spokane, Wash.), directed against grant of CP to KGAL to change frequency from 930 to 920 kc and change from daytime to unlimited time operation. Action Feb. 19.

FCC on March 5 initiated rule making to incorporate in Part 3 of its rule and regulations governing radio broadcast services that part of the CONELRAD Plan which pertains to the conduct of broadcast stations during an alert. As announced Dec. 2, 1952, the plan would enable cooperating AM stations to remain on the air immediately before and during an air attack under conditions which would minimize the use of radio signals as a navigational aid to hostile aircraft. No engineering method has yet been found to enable FM and TV stations to continue broadcasting in such an emergency. Comments may be filed on or before March 24, 1953.

Hearing Cases . . .

The Enterprise Co., Beaumont, Tex. — FCC denied petition to enlarge the hearing issues in the proceeding involving its application and those of Beaumont Bcstg. Corp. and KTRM Inc., each seeking CP for new TV station on vhf Ch. 6, Beaumont. Petition was to include, with respect to the application of KTRM Inc., issues dealing with multiple ownership and the concentration of the media of mass communications. (Dockets 10286 through 10288.) Action March 3.

Remote Control and Operator Rules—On petition of the International Brotherhood of Electrical Workers, AFL, the Commission on March 5 stayed, until further order, effective date of the report and order published Feb. 4, 1953, amending parts 3 and 13 of its rules and regulations with respect to the license requirements of operators of certain AM and FM stations and for the remote control operations of such stations, which were to have become effective March 6, 1953. (Docket 10214.)

Wichita, Kan.—Sunflower TV Co. FCC granted petition to dismiss without prejudice application for new TV station on vhf Ch. 10, Wichita. (Docket 10258; BPCT-677.) Action March 11.

Bradbury Heights, Md.—Chesapeake Bcstg. Co. Final decision announced to deny application for CP for new AM station at Bradbury Heights, Md., to operate on 1540 kc, 1 kw, daytime. Cmr. Hyde dissented. (Dockets 7760; BP-4698.) Final decision March 9.

Scranton, Pa.—Scranton Radio Corp. Final decision to grant application for CP for new AM station at Scranton, Pa., to operate on 1400 kc, 250 w, unlimited time; engineering conditions (Docket 9640; BP-7184.) Final decision March 9.

Danville, Ill.—Vermilion Bcstg. Corp. Final decision to grant application for CP for new AM station at Danville, Ill., 980 kc, 1 kw, unlimited, using same DA day and night; engineering conditions. (Docket 9496; BP-7114.) Final decision March 9.

Flint, Mich.—Trebit Corp. and **W. S. Butterfield Theatres Inc.** Commission denied petitions seeking review of the Hearing Examiner's Memorandum Opinion and Order of Jan. 14, 1953 granting a petition of WJR The Goodwill Station Inc. for leave to amend its application for a new TV station in Flint, Mich. to operate on vhf Ch. 12. (Dockets 10268 et al.) March 9.

Lafayette, La.—Evangeline Bcstg. Co. Commission denied application to mod. CP to change daytime power from 1 kw to 5 kw using non-DA, and change type of transmitter, operating on 1330 kc with 1 kw night, DA night. (Docket 9739; BMP-5098.) March 6.

Reading, Pa. — Radio Reading. Commission denied a petition for rehearing filed by John J. Keel and Lloyd W. Dennis Jr. tr/as Radio Reading, directed against the decision of Sept. 16, 1952 which denied the application of Radio Reading for a CP for new AM station at Reading to operate on 1510 kc, 1 kw, unlimited time DA. (Docket 9446; BP-7589.) March 6.

Spokane, Wash.—Louis Wasmer. Granted motion to amend TV application (vhf Ch. 2) [B•T, March 9], (1) to include his current balance sheet; (2) to include a modified program schedule with attendant changes in staffing, revenue, and operational cost estimates; and (3) to include modified and additional engineering information. (Docket 10422, BPCT-920.) March 17.

WABC Albuquerque, N. M.—Examiner J. D. Cunningham granted motion that **American Broadcasting Paramount Theatres Inc.** (WABC) be substituted for American Broadcasting Co. (WJZ) as a respondent in the proceeding re application of KOB Albuquerque for extension of special service authorization. (Docket 10336; BSSA-275.) March 17.

KPLN Camden, Ark.—Mid-South Bcstg. Co. Granted, in part, petition filed by KPLN insofar as it requests reconsideration of Commission action of Dec. 31, 1952 designating for hearing application for license to cover CP for KPLN (Docket 10363; BL-4782); cancelled hearing and removed said application from hearing docket to be further considered with examination of

pending application for assignment of CP to R. D. James Jr. (BAP-178.)

New Petitions . . .

March 11

Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. CP for power increase to 5 kw daytime on 930 kc (BP-8463).—Reply to opposition which was filed by Aurora Bcstrs. Inc. (KABI) which opposed application of Alaska Bcstg. Co. (KTKN) for power increase. KTKN asserts in its reply to KABI that the latter assumed "fallacy of high conductivity" in Ketchikan area, and that because population is expanding in the opposite direction from KABI, the latter does not want any other station to increase its power because even from its present location "KABI cannot deliver as good a signal as KTKN over the Ketchikan district. . . . KABI . . . does not want this difference to become even more apparent," alleges KTKN.

March 12

Rudman Television Co., Minot, N. D. CP for new TV station, vhf Ch. 10, ERP 58 kw visual and 31 kw aural, antenna 390 ft. (BPCT-1320).—Protest by North Dakota Bcstg. Co. (KCJB) to grant of CP to Rudman on grounds that erection of Rudman's antenna will cause radiation in directions undersirable to KCJB. KCJB asks that Rudman be required either to insulate its antenna tower or select site far enough from KCJB that it cannot influence KCJB's pattern, or that Rudman CP be rescinded and that application of Rudman be set for hearing.

Key Bcstg. System Inc. Application for new AM station, 1300 kc, 250 w daytime (Docket 10279 BP-8422).—Petition filed by Wodaam Corp. (WOV New York, N. Y.) for authority to intervene in proceeding because grant of application would cause objectionable interference to WOV in seven-mile area.

Spartanburg, S. C. New TV vhf Ch. 7.—Reply and motion to strike petition of Spartan Bcstg. Co. (WORD) filed by WIS-TV Corp. (WIS-TV), Columbia, S. C., because Spartan petition fails to satisfy requirements of Sec. 309 (c) of Communications Act, is not "party in interest", and WORD can still prosecute its application for Spartanburg.

Fort Wayne, Ind. New TV uhf Ch. 33. (Dockets 10299, 10300, BPCT-516, 979).—Proposed findings of fact and conclusions in proceeding involving mutually-exclusive applications of Northeastern Indiana Bcstg. Co. (WKJG) and News Sentinel Bcstg. Co. (WGL) filed by competing applicants and Chief, FCC Broadcast Bureau. Each applicant found itself best qualified, but Chief, FCC Broadcast Bureau, found News Publishing Co., owner of News Sentinel Bcstg. Co., engaging in monopolistic and what Chief, FCC Broadcast Bureau, characterized as illegal practices which reflect upon qualifications of News Sentinel Bcstg. Co. to hold permit sought.

March 13

Memphis, Tenn. Bluff City Bcstg. Co. (WDIA), CP for change from 730 kc to 1070 kc and power increase from 250 w to 50 kw D, 5 kw N, DA-2. (BP-8343).—Protest to grant filed by The Television Corp. (WAPI), Birmingham, Ala., which operates on 1070 kc with 10 kw fulltime but is applicant (BP-8679) for 50 kw fulltime on same frequency. WAPI asserts it is party in interest, that WDIA operating with 50 kw would cause objectionable interference to WAPI operating with 50 kw, and that WDIA grant be rescinded and application set for hearing.

Old Hickory, Tenn. New TV vhf Ch. 5.—Reply by Life & Casualty Insurance Co. to motion for reconsideration of Commission order which passed over Old Hickory, Tenn., of Capitol Bcstg. Co., which requested its application be granted and that of Life & Casualty Insurance Co. be dismissed. Life & Casualty Insurance Co. asserts that to locate its studio in Nashville while occupying a channel allocated to Old Hickory would be for good cause and that Sec. 3.613 is not applicable in this case.

Allocation of vhf Ch. 4 to Fayetteville, W. Va.—Robert F. Thomas Jr. (WOAY), Oak Hill, W. Va., filed petition for extension of time within which to file reply to opposition by Daily Telegraph Co. to proposed rule making and reply to statement by WCAE Inc. (WCAE). In its reply to WCAE WOAY asserts vhf Ch. 4 can be allocated to both Fayetteville, W. Va., and Pittsburgh, Pa., and still meet minimum FCC milage separations.

Chattanooga, Tenn. New TV vhf Ch. 12.—Petition for extension of time filed by Southern Television Inc. in which to reply to petition of Tri-State Telecasting Corp. which seeks conditional grant.

Philadelphia, Pa. New TV uhf Ch. 23.—Petition filed by Daily News Television Co. requesting oral argument on what it calls "deficiencies, discrepancies and inadequacies" of mutually-exclusive application of Lou Poller.

March 16

Bristol, Va. New TV vhf Ch. 5—Opposition to petition for conditional grant of Appalachian Bcstg. Corp. (WCYB) filed by Radiophone Bcstg. Station WOPI Inc. (WOPI) and Tri-State Television Corp., alleging that WCYB conduct may most charitably be evaluated as "gross indiscretion" and that WOPI did not file "block" or "strike" application.

Amherst, Mass., and North Adams, Mass. New TV allocations for uhf Ch. *82 and uhf Ch. *80.—Petition filed by Western Massachusetts Educational Television Council for amendment of Sec. 3.606 of FCC TV Rules in order to have a state-wide educational TV network. Uhf Chs. 82 and 80 are available for allocation to Amherst and North Adams, petition states.

The W. L. Greenshaw Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell, N. Y. Initial decision favoring fulltime operation for WWHG (Docket 10060 et al., BP-8024, BMP-5636).—Motion to strike, reply to exceptions and request for oral argument filed by WLEA in answer to WWHG.

AB-PT merger (Docket 10031 et al., 10046 et al, and 10110).—Motion to dismiss "protest" of Zenith Radio Corp. filed by Balaban & Katz Corp. Balaban & Katz Corp. asserts Zenith is stranger in AB-PT proceedings and cannot make claim for vhf Ch. 4.

Sacramento, Calif. New TV uhf Ch. 46.—Joint petition of John Poole Bcstg. Co. and Jack O. Gross to dismiss application of Jack Gross and to grant application of John Poole Bcstg. Co. Because applicants were not able to arrive at suitable merger agreement, John Poole Bcstg. Co. has paid Jack Gross $6,701.69 for the latter's expenses involved in filing Sacramento application.

March 17

AB-PT merger (Docket 10031 et al., 10046 et al. and 10110).—Motion to dismiss or deny protest of Zenith Radio Corp. filed by Columbia Bcstg. System. CBS asserts that Zenith chose to stay out of hearing so cannot now petition for a change nor can Zenith assert hearing was not held, claims CBS, when testimony went on for 93 days.

Albuquerque Bcstg. Co. (KOB) for extension of Special Service Authorization (Docket 10336, BSSA-275).—Proposed findings of fact and conclusions filed by Westinghouse Radio Stations Inc., license of WBZ Boston, which assert KOB should stay on 770 kc and that protest of ABC be dismissed.

Glenville, W. Va. New TV vhf Ch. 5.—Petition by Polan Industries to allocate vhf Ch. 5 to Glenville, W. Va., so that good TV coverage may be given to widespread rural area of West Virginia.

WHEC Inc. (WHEC) and Veterans Bcstg. Co. (WVET), Rochester, N. Y. CPs for new TV vhf Ch. 10 stations (share-time).—Protest to grants and request for hearing filed by Federal Bcstg. System Inc. (WSAY), in which protestant requests FCC accept its application for filing, rescind CPs granted WHEC and WVET, and designate all three applications for hearing.

Alvin G. Flanagan. Permit to locate TV studio at San Diego.—Petition to designate application of Alvin Flanagan for hearing filed by Kennedy Bcstg. Co. (KFMB-TV).

NBC and DuMont. Permits to transmit television programs to foreign station.—Petition to designate applications of NBC and DuMont for hearing with that of Alvin G. Flanagan filed by Kennedy Bcstg. Co. (KFMB-TV).

Aladdin Radio & Television Inc. (KLZ) and Denver Television Co., Denver, Col. Initial decision favoring Aladdin Radio & Television Inc. (KLZ) for vhf Ch. 7 (Dockets 9041 and 10240, BPCT-426 and -951).—Statement in support of initial decision filed by Aladdin Radio & Television Inc. (KLZ), exceptions to initial decision filed by Chief, FCC Broadcast Bureau, and Denver Television Inc. Chief, FCC Broadcast Bureau, does not, however, except to examiner's final conclusion in initial decision, but only to certain provisions. Some exceptions to certain provisions also filed by Aladdin, and general exceptions to entire conclusion filed by Denver.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc.

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) and Sacramento Bcstrs. Inc. (KXOA).

March 23

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth). Possible merger reported under consideration.

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. and KAKE Bcstg. Co. (KAKE).

March 30

Duluth, Minn.—Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Possible merger reported under consideration.

April 6

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Leo Resnick. Contestants: Radio Fort Wayne Ind. (WANE) and Anthony Wayne Bcstg.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) and TV Spokane Inc.

April 7

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa).

April 15

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and Northwest TV and Bcstg. Co.

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bcstrs. Inc. (KGW).

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Hunting. Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur. Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Killeen, Tex.—New AM, 1050 kc, 250 w daytime. Examiner not designated. Contestants: High Lite Bcstg. Co. and KHFT Bcstg. Co.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) and Peoples Bcstg. Co. (WLAN).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters Inc.

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd d/b as Cal Tel Co. and Maria Helen Alvarez.

Sacramento, Calif.—New TV, uhf Ch. 46. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. and Jack O. Gross. Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3 Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH), Taylor Radio & TV Corp. (KANS) and Wichita TV Corp.

Theatre Television—Allocation of frequencies of exclusive theatre TV circuits. Before Commission *en banc*.

Routine Roundup . . .

March 12 Decisions

BY COMMISSION EN BANC

Advised of Hearing

WGBI-TV Scranton, Pa., Scranton Broadcasters Inc.—Is being advised that application (BAPCT-32) for assignment of CP to MCL Telecasting Corp. involves questions which indicate necessity of hearing. (Comrs. Walker and Bartley voted for grant.)

March 12 Applications

ACCEPTED FOR FILING

License for CP

WXOK Baton Rouge, La., Capital City Bcstg. Co.—License for CP (BP-8309), as mod., which authorized new AM (BL-4930).

WCHL Chapel Hill, N. C., Village Bcstg. Co.—License for CP (BP-8052), as mod., which authorized new AM (BL-4927).

KDSJ Deadwood, S. D., Heart of the Black Hills Station—License for CP (BP-7597), as mod., which authorized change in facilities (BL-4626).

Change Hours of Operations

WOKE Oak Ridge, Tenn., Air Mart Corp.—Mod. CP (BP-8287), which authorized change in

frequency, to change from D to unl., install DA-N, make changes in ant. system and change trans. location (BMP-6148).

License Renewals

Following stations request renewal of license: **WBAA West Lafayette, Ind.**, Purdue U. (BR-501); **WCCO Minneapolis, Minn.**, Midwest Radio Television Inc. (BR-659); **KWAD Wadena, Minn.**, Associated Broadcasters, Inc. (BR-2300).

March 13 Applications

ACCEPTED FOR FILING

Erect New Antenna

WINK Ft. Myers, Fla., Ft. Myers Bcstg. Co.—CP to erect new ant. and mount TV ant. on top and change trans. location (contingent on grant of BPCT-875) (BP-8873).

Modification of CP

WISP Kinston, N. C., Edwin J. Schuffman—Mod. CP (BP-8438), which authorized new AM, for approval of ant., trans. location and specify studio location (BMP-6150).

License Renewals

Following stations request renewal of license: **WBET-FM High Point, N. C.**, Enterprise Pub. Co. (BRH-204); **KTUL-FM Tulsa, Okla.**, Tulsa Bcstg. Co. (BRH-567).

Extension of Completion Date

WNOS (FM) High Point, N. C., The North State Bcstg. Co.—Mod. CP (BPH-1756), which authorized new FM for extension of completion date (BMPH-4817).

March 16 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WLBS Birmingham, Ala., WLBS Inc.—Mod. CP (BP-8457), which authorized change in trans. location, for extension of completion date (BMP-6151).

Change Hours of Operation

WAIN Columbia, Ky., Tricounty Radio Bcstg. Corp.—CP to change from D to unl., using power of 500 w N (BP-8779).

License for CP

WSLM Salem, Ind., Don H. Martin—License for CP (BP-7481), as mod., which authorized new AM (BL-4932).

WHLN Harlan, Ky., Blanfox Radio Co.—License for CP (BP-8474), which authorized changes in ant. and ground system (BL-4933).

WTOW Whitesburg, Ky., KY-KV Bcstg. Corp.—License for CP (BP-8279), as mod., which authorized new AM (BL-R-4943).

WBET Brockton, Mass., Enterprise Pub. Co.—License for CP (BP-7743), as mod., which authorized change in frequency, hours of operation and installation of DA-N (BL-4934).

WLSM Louisville, Miss., Louisville Bcstg. Corp.—License for CP (BP-8433), which authorized new AM (BL-4948).

WDEF Chattanooga, Tenn., WDEF Bcstg. Co.—License for CP (BP-8065), which authorized increase in N power and changes in DA (BL-4935).

KVSP Lubbock, Tex., Hub Bcstg. Co.—License for CP (BP-8423), as mod., which authorized new AM (BL-4944).

Modification of CP

KRSD Rapid City, S. D., Heart of the Black Hills Station—Mod. CP (BP-7904), which authorized new AM, for approval of ant. and trans. location and specify studio location. AMENDED to change ant. height and studio location (BMP-5661 AMENDED).

March 17 Decisions

ACTIONS ON MOTIONS

By Examiner William G. Butts

Louis Wasmer, Spokane, Wash.—Granted motion to amend TV application (Docket 10422, BPCT-920), to (1) include current balance sheet; (2) include modified program schedule with attendant changes in staffing, revenue and operational cost estimates; and (3) to include modified and additional engineering information.

By Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted petition to amend TV application (Docket 10330, BPCT-1302), to state certain radio ownership interests held by W. Walter Tison, WBRC Birmingham, Ala., for short period in winter of 1945, which information was inadvertently omitted from application.

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—Dismissed as moot petition of Nov. 7, 1952 to amend TV application (Docket 10298; BPCT-976).

By Examiner James D. Cunningham

WABC American Bcstg.-Paramount Theatres Inc.—Granted motion that American Bcstg.-Paramount Theatres Inc. (WABC) be substituted for American Bcstg. Co. Inc. (WJZ) as respondent in proceeding re application of KOB Albuquerque, N. M. for extension of SSA (Docket 10336; BSSA-275).

By Examiner H. Gifford Irion

WVCH Chester Pa., James M. Tisdale—Upon motion by WVCH, continued indefinitely hearing now scheduled for March 25, re application (Docket 10089; BP-8100), for reason that WGSM Huntington, N. Y., party respondent in proceeding has filed application to improve facilities which may affect consideration of application filed by WVCH.

March 17 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WVAM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BP-8325), as mod., which authorized installation of new trans., for extension of completion date (BMP-6153).

KPTV(TV) Portland, Ore., Empire Coil Co.—Mod. CP (BPCT-925), as mod., which authorized new TV, for extension of completion date (BMPCT- 1025).

WISO Ponce, Puerto Rico, South Puerto Rico Bcstg. Corp.—Mod. CP (BP-8074), which authorized new AM, for extension of completion date (BMP-6152).

License Renewals

Following stations request renewal of license: **WBOC Salisbury, Md., The Peninsula Bcstg. Co.** (BR-1090); **KNUJ New Ulm, Minn., KNUJ Inc.** (BR-2369); **KRJF Miles City, Mont., Star Printing Co.** (BR-1143); **WBUZ(FM) Oakland, Md., Chesapeake Bcstg. Co. (BRH-136) KWAR (FM) Waverly, Iowa, Wartburg Normal College of the Lutheran Church** (BRED-82).

March 18 Decisions

BY COMMISSION EN BANC

License Renewals

Following stations granted renewal of licenses on regular basis:

KRIB Mason City, Iowa; KRUL Corvallis, Ore.; KFJB Marshalltown, Iowa; KPRS Kansas City, Mo.; KOKX and KOKX-FM Keokuk, Iowa; WJMA Orange, Va.; WBRW Welch, W. Va.; KFMA Davenport, Iowa.

March 18 Applications

ACCEPTED FOR FILING

Modification of CP

WANA Anniston, Ala., Anniston Radio Co.—Mod. CP (BP-8688), as reinstated which authorized new AM, for approval of ant., trans. and studio locations and change type trans. (BMP-6154).

License for CP

WGEA Geneva, Ala., Geneva County Reaper—License for CP (BP-8407), as mod., which authorized new AM (BL-4950).

WMOZ Mobile, Ala., Gadsden Radio Co.—License for CP (BP-8409), as mod., which authorized new AM (BL-4949).

WNEB Worcester, Mass., New England Bcstg. Co.—License for CP (BP-8695), which authorized change in ant., trans. and studio locations (BL-4939).

WDOB Canton, Miss., Madison County Bcstg. Co.—License for CP (BP-8075), as mod., which authorized new AM (BL-4940).

WAGG Franklin, Tenn., Williamson County Bcstg. Co.—License for CP, (BP-8125), as mod., which authorized new AM (BL-4946).

KMLW Marlin, Tex., Hugh M. McBeath Jr. and Charles E. Reagan—License for CP (BP-5631), as mod., which authorized new AM (BL-4942).

WNVA Norton, Va., Blanfox Radio Co.—License for CP (BP-8473), which authorized changes in ant. and ground system (BL-4941).

WRIS Roanoke, Va., Cy N. Bahakel—License for CP (BP-8441), as mod., which authorized new AM (BL-4938).

License Renewals

Following stations request renewal of license: KLMR Lamar, Colo., Southeast Colorado Bcstg. Co. (BR-2091); WGST Atlanta, Ga., Georgia School of Technology (BR-441); KWSK Pratt, Kan., The Pratt Bcstg. Co. (BR-2747); WCAL Northfield, Minn., St. Olaf College (BR-671); KWLM Willman, Minn., Lakeland Bcstg. Co. (BR-1097); KWHP Cushing, Okla., Cimarron Bcstrs. (BR-2749); WORA Mayaguez, Puerto Rico, Radio Americas Corp. (BR-1764); KVAN Portland, Ore., Vancouver Radio Corp. (BR-1027).

Extension of Completion Date

WSEE-TV Tiverton, R. I., New England Television Co.—Mod. CP (BPCT-1003), as mod., which authorized new TV, for extension of completion date to 9/1/53 (BMPCT-1032).

APPLICATIONS RETURNED

License for CP

KLX Oakland, Calif., Tribune Building Co.—License for CP (BP-5293), which authorized change in existing facilities.

Assignment of License

KYNO Fresno, Calif., Radio KYNO, The Voice of Fresno—Voluntary assignment of license to Robert Schuler, Lester Eugene Chenault and Bert Williamson d/b as Radio KYNO, The Voice of Fresno.

WSSO Starkville, Miss., The Starkville Bcstg. Co.—Involuntary assignment of license to Grady Imes Ruth Hartness, executrix of estate of James P. Hartness, deceased, C. C. Hollinshead and Joe Phillips, a partnership d/b as Starkville Bcstg. Co.

Acquisition of Control

KUGN Eugene, Ore., KUGN Inc.—Voluntary acquisition of control of licensee corporation by C. H. Fisher thru purchase of 50 shares of stock from O. E. Berke and P. R. Berke.

Upcoming Events

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 25: Meeting of Northern California Chapter, American Assn. of Advertising Agencies, St. Francis Hotel, San Francisco.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of Governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 27-28: Florida Television Conference for TV applicants, WTVJ (TV) Miami.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 2: Illinois Broadcasters Assn. spring meeting, Hotel Leland, Springfield, Ill.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Tex.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

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Bargain Basement Season

GENERAL MILLS, for some curious reason, seems bent on knocking the props from under radio and television, the media on which it depends most heavily to sell its products. Two GM agencies, Knox-Reeves for Wheaties, Dancer-Fitzgerald-Sample for Kitchen-Tested Flour, are asking station operators to throw away their rate cards and, in effect, to submit bids for the GM business.

Obviously, General Mills will match the results of the agencies' proposals and whenever either gets a better rate the other will immediately demand it. Indeed, under the standard AAAA contract form, a station is honor-bound to offer any reduction given one client to all other advertisers.

The unique thing here is that General Mills is throwing the same bait to TV stations that it is using on AM outlets. If television succumbs to off-the-card dealing at this stage of its youth, there is not much hope for its acquiring stability as it grows older.

It's a truism that in the long run rate cutting benefits nobody. A special deal given one agency never remains a secret for long; other buyers demand better special deals of their own and none of them is happy with what he gets, each fearing that someone else has secured better terms. And when that somebody else is another agency working for the same advertiser, both agencies are bound to be unhappy all the time.

The advertiser who tries to get special deals from stations often, if not usually, finds that what he gets is no bargain. If he takes run-of-station time he finds his commercials aired at times of minimum audience. If he insists on specified times, he gets only the less desirable stations.

For a station, rate-cutting is a short-cut to bankruptcy. One special deal inevitably leads to others and soon no one is willing to buy time at card rate. As suspicion mounts, few buyers will use the station at all if anything else in town is available.

This is not to say that there is no place for extra discounts for large purchases of time. Volume discounts always have had their rightful place in the broadcasting picture. But when a special price for a special package is set, it should go on the rate card immediately and other advertisers, those already on the station as well as prospects, should be promptly notified that the same price is available to them under the same conditions.

"A thing is worth what you have to pay for it" is still a pretty good rule of business for both buyer and seller. Radio, as the first and only true mass medium, reaching more than 98% of all U. S. homes, farm, small town and big city, is worth more than some buyers, and even some sellers, seem to think.

OUR GOOD neighbor, Canada, has raised the salary of the chairman of Canadian Broadcasting Corp., equivalent to our FCC, from $15,000 to $17,500. No doubt he's well worth it. Our FCC Chairman draws $15,000—as do other FCC members. We think there's a raise due, maybe for all of our Commissioners, but most certainly for the Chairman who is forced to carry a prodigious load.

Congress, Color & Common Carriers

THE MOST radio-active Congress in history is functioning in Washington. One would judge, from a reading of the legislative calendar, that the solons now are for (or against), by, and of radio and television.

And, depending upon where you sit, the legislative activity is for good or evil. Foremost on the slate, headline-wise, are the color TV investigation and the McCarthy-directed imbroglio over the Voice of America. But more deeply significant and dangerous to our free institutions is the talk about applying the common-carrier concept to the broadcast services. That would mean rate-making. It would place radio and television on a level with the railroads, telephone and telegraph companies and other equipment and communications "carriers."

On the plus side is a new bill by Rep. Kit Clardy (R.-Mich.) to change the law so that all licenses issued by the FCC would be for an indefinite term and subject to revocation (not renewal) by the courts, rather than the FCC. It would place the burden of proof on the FCC, where it belongs, and not on the licensee who now lives by the whim of the regulatory authority and on the slender thread of a three-year license for radio and a one-year tenure for TV.

Drawn for BROADCASTING • TELECASTING by Frank Tabor

"I wonder what he'll think of next. Yesterday, I caught him trying to bake beans in the crystal oven."

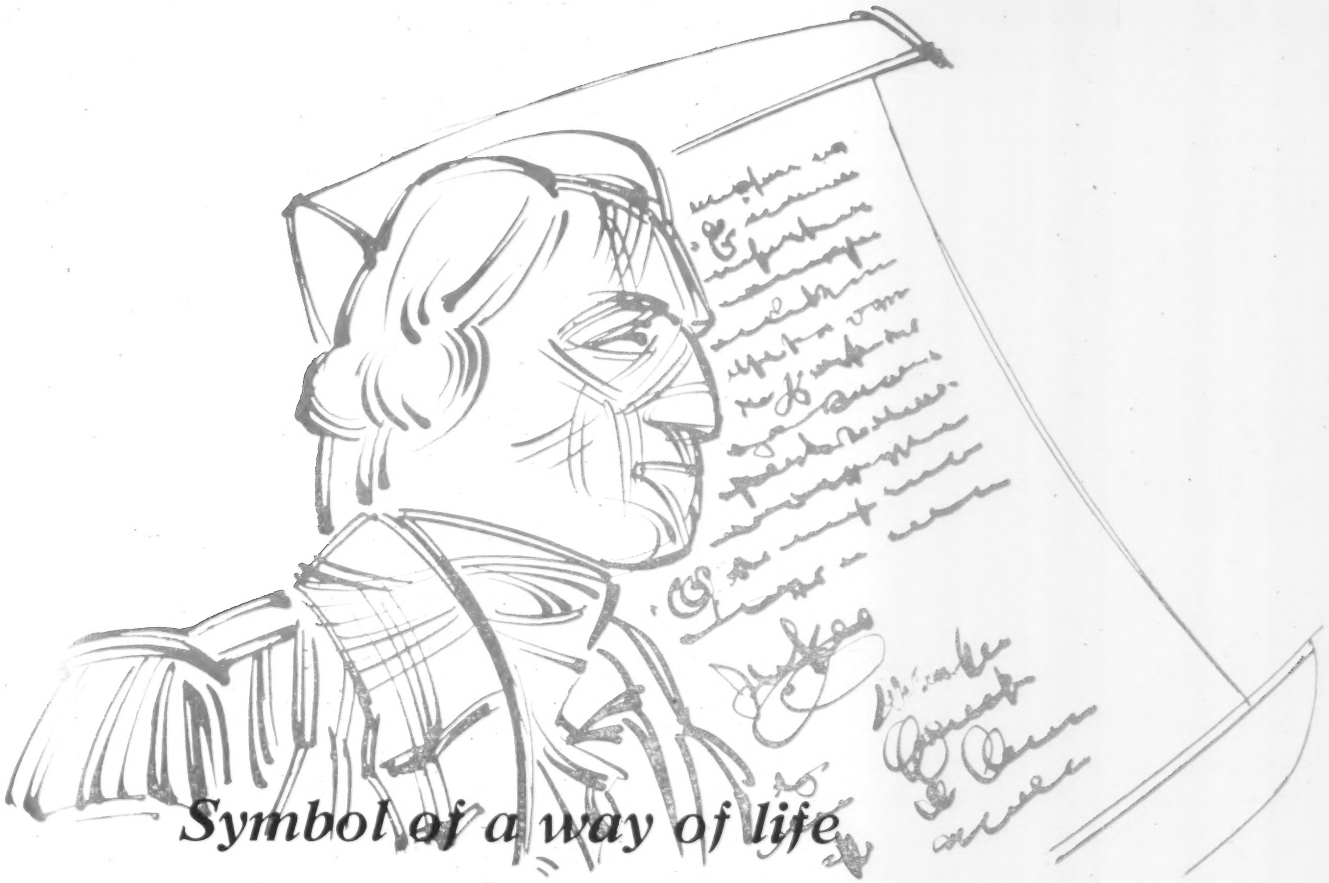
Evident in this unprecedented activity is a contest for leadership in the handling of publicity-packed broadcast investigations. It is between the Senate and House Commerce Committees. Heretofore the Senate has always taken the lead. But this time it's different. While the new GOP Chairman of the Senate Committee (Mr. Tobey) basks in the limelight of his waterfront investigation (TV pickup and all), the new House Committee chairman (Mr. Wolverton) has scheduled hearings to begin tomorrow on color TV. Mr. Wolverton has other plans, too, including the mischievous common carrier concept, network licensing, clear channels, newspaper ownership and trafficking in licenses.

What makes the veteran Mr. Wolverton grasp the common carrier issue is hard to fathom. While he insists he isn't advocating it, the very fact that he raises the question—dormant for years even during the balmiest days of the New Deal—is alarming. Mr. Wolverton is the head of a committee organized by the Republican majority. The prime plank in the GOP platform is for less, rather than more, government regulation. It fosters full freedom of the media for the dissemination of information. To control rates is to control the every act of the art or industry. It is one step removed from outright government ownership. Besides, the law governing radio, enacted originally in 1927, and reviewed in almost every Congress since, specifically precludes the broadcast services from public utility-common carrier regulation.

Color TV is a headline hunting perennial. It will be another inquisition into "Who killed cock robin?" It will yield the information that progress has been made, but that color tubes (compatible, that is) can't be produced on a production line basis, that costs would be out of line and that at this stage it would take a junior engineer to tune a set. The effect of the publicity will be to depress the sale of black and white sets and perhaps slow up the inauguration of new stations, notably in uhf.

It was, perhaps, inevitable, that Congressional attention should focus on the broadcast media. The impact of coverage of the conventions and the elections presaged that.

The big danger is the going may get so hot that a move to abolish the FCC by ripper legislation will catch on fire. This would place in jeopardy both the regulated and the regulators.



Symbol of a way of life

Houdon's Statue of Washington,
in the Capitol Rotunda, Richmond

In the rotunda of the Capitol Building in Richmond
is Houdon's statue of General George Washington,
labelled by historians the most important in the world.
Symbol of courage, faith, devotion to the cause of freedom,
this memorial (the only one for which Washington posed)
is a fit present-day reminder
that man's pursuit of freedom is eternal.
Among the most powerful weapons of the American way of life
is freedom of expression—
well served by countless radio and television stations. Among these
The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV,
are privileged to be numbered.

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WMBG Represented Nationally by The Bolling Company
WTVR Represented Nationally by Blair TV, Inc.